

<Annual Human  
Rights Campaign>

*elsa*

The European Law Students' Association

# HUMAN RIGHTS HANDBOOK 2023/24

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## **FOREWORD**

The Human Rights Handbook was originally created by Tanja Krabbe and updated in 2001 by Cornelia Schneider.

In 2015, it underwent a revision by Adriana Moças, Director for Human Rights 2014/15, Ana-Maria Paponja, Felix Meyer, Marie-Hélène Gostiaux, Stefanos Xenofontos, Members of the Working Group on Updating the HR Handbook and Olav Vogt Engeland, Vice President for Academic Activities 2014/15 and Antonia Markoviti, Vice President for Academic Activities 2015/16.

In 2019, it underwent a revision by Sarah Ikast Kristoffersen, Vice President for Academic Activities 2019/2020, Aleksandra Żuchowska, Vice President in charge of Seminars and Conferences 2019/2020, Meeri Aurora Toivanen Vice President in charge of the Student Trainee Exchange Programme 2019/2020, Sofia Aalto-Setälä, Alexandros Avramis, and Emmanouil Antonakakis, Assistants for Human Rights ELSA International 2019/2020.

In 2024, it underwent revision by Nadia Dourida, Vice President in charge of Academic Activities 2023/2024, Dhimitër Zguro, Director for Human Rights 2023/2024, Inês Ribeiro and Maria Chalampaki, Assistants for Human Rights 2023/2024.

Our aim in updating this handbook was to underline the significance of the Annual Human Rights within our association, demonstrating our commitment to human rights while also highlighting their importance in all areas.

Best regards,

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# 1. INTRODUCTION TO HUMAN RIGHTS

## 1.1. Defining Human Rights

The concept of human rights is typically understood as entitlements inherent to the human condition, bestowed upon all individuals as a result of their status as human beings. The concept of human rights establishes that every human being is entitled to enjoy their human rights without distinction as to race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.

Treaties and other sources of law typically serve to formally safeguard the rights of individuals and groups against actions or omissions by governments that impinge upon their enjoyment of human rights. Furthermore, the aforementioned definition can be found in the preambles of the constitutions of democratic states of law, which enshrine these rights as fundamental rights.

Without delving too deeply into the subject, it is important to reiterate that the defining characteristics of human rights are as follows:

- a. The **respect for the dignity and worth of each person** is a presupposition and foundation for all human rights;
- b. The principle of **universality**, meaning that they are applied equally and without discrimination to all people;
- c. The condition of being **inalienable**, in that no one can have their human rights taken away other than in specific situations – for example, the right to liberty can be restricted if a person is found guilty of a crime by a court of law;
- d. And the condition of being **indivisible, interrelated** and **interdependent**, for the reason that it is insufficient to respect some human rights and not others. In practice, the infringement of one right frequently results in the violation of several other rights. It is thus imperative that all human rights be regarded as being of equal importance and essential to the respect of the dignity and worth of every individual.

## 1.2. History and Development of Human Rights

The history of human rights can be divided into several phases. Before examining the significant progress made in the 20th century, it is useful to provide a brief recap of the preceding periods.

In the eighteenth century, France and America adopted, respectively, the French Declaration of Human Rights and Citizen and the American Declaration of Independence, thereby establishing a precedent for the right to individual freedom.

In the subsequent century, the initial socio-economic rights began to emerge, accompanied by endeavours to abolish slavery across Europe. In the early 1920s, the focus shifted to the issue of equal rights for women and men, which led to the introduction of women's suffrage.

It is therefore inevitable that any discussion of human rights must inevitably lead to the **Universal Declaration of Human Rights (UDHR)**. The Universal Declaration of Human Rights (UDHR) was drafted by representatives with diverse legal and cultural backgrounds from across the globe. It was proclaimed by the United Nations General Assembly in Paris on 10 December 1948, establishing a common standard of achievement for all peoples and nations. It establishes, for the first time, fundamental human rights to be universally protected. The UDHR, in conjunction with the International Covenant on Civil and Political Rights and the International Covenant on Economic, Social and Cultural Rights and its Optional Protocol, constitutes the so-called International Bill of Human Rights.

The Declaration is comprised of a preamble and 30 articles, which delineate the human rights and fundamental freedoms to which all individuals are entitled, irrespective of any distinctions. The document recognises that the inherent dignity of all members of the human family is the foundation of freedom, justice and peace in the world. Furthermore, it recognises fundamental rights which are the inherent rights of every human being. These include the right to life, liberty and security of person; the right to an adequate standard of living; the right to seek and enjoy asylum from persecution in other countries; the right to freedom of opinion and expression; the right to education, freedom of thought, conscience and religion; and the right to freedom from torture and degrading treatment.

As previously stated, the **International Covenant on Economic, Social and Cultural Rights** is also part of the International Bill of Human Rights. However, it only entered into force in 1976. The Covenant enshrines a number of significant international legal provisions pertaining to economic, social and cultural rights. These include the rights to just and favourable conditions of work; social protection; an adequate standard of living, including clothing, food and housing; the highest attainable standards of physical and mental health; education; and the enjoyment of the benefits of cultural freedom and scientific progress.

Conversely, **the International Covenant on Civil and Political Rights** enshrines a number of fundamental rights, including the right to self-determination, the right to life, liberty and security, freedom of movement (including the freedom to choose one's place of residence and the right to leave the country), freedom of thought, conscience, religion, peaceful assembly and association, freedom from torture and other cruel, inhuman or degrading treatment or punishment, freedom from slavery, forced labour and arbitrary arrest or detention, the right to a fair and prompt trial, and the right to privacy.

It is also pertinent to cite the International Convention on the Elimination of All Forms of Racial Discrimination, the Convention on the Elimination of All Forms of Discrimination against Women, the Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment, and numerous other instruments, which collectively illustrate the unwavering commitment to enhance the protection of minorities, combat discrimination, and safeguard human rights, which have been a central concern for decades.

## **2. HUMAN RIGHTS IN ELSA**

### **2.1. Historical overview of Human Rights in ELSA**

ELSA is a European-wide organisation, with a presence on more than 350 university campuses across 43 countries. The organisation unites a network of almost 60,000 law students and young lawyers, and is fully aware of the responsibility and potential inherent in guiding conduct in order to shape the world of tomorrow. ELSA's human rights projects serve to educate not only the present generation of law students, but also the future lawyers, attorneys, judges, civil servants, NGO workers, and civil society as a whole.

In October 1993, the decision was taken to establish a new Key Area within ELSA, with the remit of addressing issues pertaining to human rights and social solidarity. It was only two years after the decision was finally taken that human rights would be incorporated on a permanent basis into the activities of ELSA that the aforementioned resolution was enacted.

In 1998, and continuing in 2000, it was established that ELSA should be continuously committed to the promotion of human rights awareness, human rights education, and the respect of the rule of law.

This vertent was intensified with the collaboration with the Council of Europe, that we will specially focus on point 2.3. It can be stated that in 2000, ELSA was granted Participatory Status, and in 2008, ELSA signed a Human Rights Partnership agreement with the Council of Europe.

In 2011, it was established that the European Human Rights Moot Court Competition (EHRMCC) of ELSA would finally be established as a reality. It is now called the Helga Pedersen Moot Court Competition (HPMCC). In collaboration with the Council of Europe, this annual moot court competition in the English language addresses the expressed need for such an event among students across Europe with regard to the subject of human rights. The competition emulates the process of submitting a complaint to the European Court of Human Rights, wherein teams analyse a fictitious case and prepare written submissions for each party.

In the context of Academic Activities, it is noteworthy that ELSA Day constitutes a component of the Annual Human Rights Campaign. It was initially introduced to the ELSA Network in 2013. The objective was to unify the Network, develop internationality and focus on human rights events subordinated to a theme that is chosen annually, with the aim of raising awareness across all human rights fields.

### **2.2. General overview of Human Rights in ELSA**

The philosophy statement of ELSA was adopted in Brussels, Belgium, on October 12th, 1992. Since then, the association stands for the motto "*a just world in which there is respect for human dignity and cultural diversity*", motto which ELSA network follows in all activities.

This motto emphasises the purpose of ELSA which is to contribute to legal education, to foster mutual understanding and to promote social responsibility of law students and young lawyers. It also captures a strong focus on human rights with the principle of respect for human dignity, principle which is the basis, the assumption and the requirement to all human rights, being on focus. An association of this scale and magnitude needs to recognise that, depending from one country to another, one culture to another and one history to another, that there are human rights that can be more controversial or more sensitive.

The academic and non-political focus of ELSA allows the expansion of the association as it is the status of the association that defines its ultimate goal and the way that it aspires to effect change in society through education.

### **2.3. The Collaboration with the Council of Europe**

ELSA cooperates very closely with the Council of Europe since 2000, when the association was granted Participatory Status with this organisation. This collaboration was further enhanced with the signing of a Human Rights Partnership between the Council of Europe and ELSA in 2008.

This partnership provides our members with a multitude of opportunities and professional support, with the most notable examples being the joint organisation of the Helga Pedersen Moot Court Competition and, of course, the Council's endorsement of the Annual Human Rights Campaign.

Since its inception, the Council of Europe has demonstrated an ability to adapt to significant shifts in the political and social landscape of Europe, as well as to emerging challenges to the human rights of the continent's population. One of the most significant achievements in the history of human rights is the establishment of the European Convention on Human Rights (ECHR), the abolition of the death penalty in all of the organisation's Member States and the development of independent monitoring mechanisms which assess their compliance with human rights and democratic practices. In addition, strategies and tools have been developed to promote the learning of human rights.

As the Council of Europe is the longest-standing European political organisation engaged in the active and ongoing protection and guarantee of human rights, this collaboration is of paramount importance to our Association.

## **3. ANNUAL HUMAN RIGHTS CAMPAIGN**

### **3.1. Introduction**

Every year the ELSA Network in collaboration with the Council of Europe organises a Europe-wide Human Rights Campaign, with the aim of raising awareness on the importance of human rights protection and creating a forum for the voice of law students and young lawyers across Europe. This Campaign lasts all year long, hence it is called "Annual Human Rights Campaign".

Every Annual Human Rights Campaign is focused on a different human rights-related topic, which requires to be addressed and promoted throughout the Network, as it is of great importance. Before every Spring International Council Meeting the National Groups submit their proposal for the next Annual Human Rights Campaign topic. ELSA International selects the most relevant one and announces it during the Spring International Council Meeting's Mid Plenary. The Annual Human Rights Campaign topic for the term 2023/2024 was "Corruption and Human Rights", while "Human Rights and Criminal Justice" was chosen as the topic for the term 2024/2025.

During the Annual Human Rights Campaign, the Network, consisting of 44 National Groups and more than 350 Local Groups, works to organise initiatives, aiming to raise awareness on the Campaign's topic. From legal debates and moot court competitions to marketing campaigns and Institutional Visits, the Network has the floor to organise a Campaign and leave its mark in the fight for the protection of human rights by creating and collaborating. This is where the slogan "all different, all together" finds its true meaning. No matter how large or small, new or old the National and Local Groups are, they are bound by a mutual purpose: drawing attention to human rights and fostering their protection by coordinated efforts. As law students, we have the power to make an impact and build a more just world, where all individuals enjoy their rights as humans. The Annual Human Rights Campaign constitutes an outstanding occasion to believe in this potential and use it for a bigger and better cause.

ELSA International supports the National and Local Groups while organising their initiatives/campaigns. In particular, it publishes Supporting Materials, which facilitate the understanding of the Campaign's topic and offer ideas for sub-topics of events, and it, also, organises Annual Human Rights Campaign related open-calls with the Network, where it gives directions and answers to officers' questions.

### **3.2. ELSA Day**

*"A culture of sharing and understanding shall not halt at some political borders, but should go beyond these frontiers: human dignity is not connected with a certain passport or the place where we are born. Let us ensure then that we move the discussions from the constraints of national borders and unite them under the ELSA Day."* These were the words of Federica Toscano, the Vice President in charge of Seminars and Conferences of ELSA International 2012/2013 and founder of ELSA Day

Founded back in 2012 and firstly observed on the 20th of March 2013, the ELSA Day throughout all these years constitutes a human rights appreciation day, the highlight of the Annual Human Rights Campaign in the ELSA Network. During this day, the whole Network organises events dedicated to human rights, committing to raise awareness and make an impact on this world by providing legal education and opportunities that enable law students to become independent and critical members of society. Being moved by a mutual purpose, the Network is unified, demonstrating the power of collective effort in achieving even extraordinary goals.



ELSA Day, as decided during the International Council Meeting of Malta back in 2014, falls on the last Wednesday of November every year. Over the years the ELSA Day has gained high popularity and recognition, turning out to be the biggest and most influential event across the whole ELSA Network. The numbers speak for themselves, as there have been over 1000 ELSA Day events across its previous editions. National and Local Groups are free to choose the type of the ELSA event they wish to organise. Creativity and originality are always appreciated, therefore they can choose from panel discussions, legal debates, moot court competitions, essay competitions, Institutional visits, to video contests, screenings and discussions around human rights, book reading clubs, charity events and much more.

As it is the highlight of the Annual Human Rights Campaign, it follows its topic. The following board depicts the ELSA Day/Annual Human Rights Campaign's topics across its previous editions.

Previous ELSA Day Topics	
1 <sup>st</sup> ELSA Day (2013)	Children Rights
2 <sup>nd</sup> ELSA Day (2014)	Human Rights on the Internet
3 <sup>rd</sup> ELSA Day (2014)	Social Responsibility
4 <sup>th</sup> ELSA Day (2015)	Gender Equality
5 <sup>th</sup> ELSA Day (2016)	Migration Law
6 <sup>th</sup> ELSA Day (2017)	Access to Justice beyond Borders
7 <sup>th</sup> ELSA Day (2018)	Right to Education
8 <sup>th</sup> ELSA Day (2019)	Freedom of Expression Online
9 <sup>th</sup> ELSA Day (2020)	Artificial Intelligence and Human Rights
10 <sup>th</sup> Annual Human Rights Campaign 2021/2022	Privacy in the Digital Age
11 <sup>th</sup> Annual Human Rights Campaign 2022/2023	International Humanitarian Law
12 <sup>th</sup> Annual Human Rights Campaign 2023/2024	Corruption and Human Rights
13 <sup>th</sup> Annual Human Rights Campaign 2024/2024	Human Rights and Criminal Justice

### 3.3. Responsibilities of the Officers

The Vice President for Academic Activities of the National Group bears the responsibility of appointing the National Coordinator of the Annual Human Rights Campaign. The National Coordinator is typically the individual tasked with maintaining communication with the ELSA

International Board throughout the course of the Annual Human Rights Campaign and disseminating pertinent information, including significant announcements, to Local Groups, if applicable.

It is also possible for the National Coordinator to be the Vice President for Academic Activities or the Responsible Officer on the National Board for Human Rights. Nevertheless, in light of the potential for the Responsible Officer on the National Board to be inundated with tasks, the responsibilities of the National Coordinator may be delegated to an alternative individual, such as the Director for Human Rights, should the National Group have one.

It is the responsibility of the Vice President for Academic Activities, or the responsible officer in the National Board for Human Rights, as part of the National Group, to ensure that the Local Groups organise and participate in the Annual Human Rights Campaign events, which are designed to increase awareness of the importance of human rights.

In order to assess the tangible impact of the Annual Human Rights Campaign, it is incumbent upon the National Group to complete the Specification Form and the Evaluation Form within the stipulated deadlines, as determined by the International Board. These deadlines must be observed in accordance with the provisions set forth in the Book of Decisions of the Meeting of the International Council. The Specification Form is a document that provides detailed information about the planned events, including their objectives, target audience, planned activities, and expected outcomes. In contrast, the Evaluation Form is a document that assesses the actual outcomes and effectiveness of the events in comparison to what was planned in the Specification Form.

## **4. PLANNING AND PREPARATION**

### **4.1. Campaign Planning**

In the process of planning the Annual Human Rights Campaign, it is of the utmost importance to select the types of events and topics that are in alignment with the overarching theme. A variety of events can be organised, both within the Academic Activities and in collaboration with other Key Areas, as detailed in the following chapter. The selection of a variety of topics will facilitate comprehensive coverage of the AHRC theme, thereby offering your network a complete vision of it. In order to facilitate effective planning, it is recommended to set objectives that are SMART (specific, measurable, achievable, relevant, and time-bound). For instance, a suitable objective might be to aim to host at least two events per month that engage a minimum of 50 participants each.

The subsequent stage is to organise the logistics of each event. Regardless of whether an event is to be held online or in person, a number of logistical considerations must be taken into account. To illustrate, should one opt to conduct a roundtable discussion, it would be necessary to contact potential speakers, coordinate their schedules in order to select the most suitable date, and, depending on the format, reserve a room or secure an online link to share with participants. In order to set SMART goals, it is necessary to ensure that the necessary speakers have been

secured at least four weeks in advance and that all logistical details have been finalised two weeks before the event.

The scheduling of events constitutes an indispensable component of the AHRC planning process. A well-structured calendar is an invaluable tool for effective organisation and ensures that no details are overlooked. It is also essential to consider the events of other key areas to guarantee that all events receive the attention they deserve on social media. In your calendar, set deadlines for key tasks, such as contacting potential speakers, coordinating with the marketing team for event promotion, and releasing posts. For instance, aim to finalise your event calendar three months in advance, with specific milestones for speaker confirmation and marketing preparations.

The subsequent crucial phase is the dissemination of information regarding the scheduled events. Once the requisite behind-the-scenes work has been completed, it is important to disseminate information about the events to the relevant network. It is imperative to collaborate closely with the marketing team to guarantee that the objectives and intentions of the event are explicitly articulated. For further insight, please refer to the chapter on Human Rights and Marketing. A prudent objective would be to create and disseminate promotional materials at least two weeks prior to each event, with the aim of achieving a reach of 1,000 impressions per post.

It should be noted that the AHRC campaign is ongoing and not limited to ELSA Day. The principal objective is to enhance awareness of the campaign's subject matter and to engage and motivate your network to participate in the events you organise. It is important to note that social media plays an active role in this process, even outside of the events themselves. The Supporting Materials also include a list of monthly celebration days, which can be shared on social media by conducting research and creating informative posts about them. It would be prudent to set a SMART goal of posting about these celebration days at least once a month, with the aim of achieving at least 200 engagements per post in order to maintain continuous engagement and awareness.

## **4.2. Timeline and Milestones**

ELSA International plays a pivotal role in coordinating the Annual Human Rights Campaign, ensuring consistency and effectiveness across all participating National and Local Groups. The coordination efforts are structured to adhere to the following timeline milestones:

- 1) Launching Call for Campaign Topics:** The ELSA International initiates the campaign by issuing a call for topics for the Annual Human Rights Campaign. The call is announced no later than four weeks prior to the commencement of the second regular International Council Meeting of the term, thereby establishing the thematic focus for the forthcoming campaign cycle.
- 2) Creating and Sharing Campaign Outline:** By 1 September each year, ELSA International develops and disseminates a comprehensive Annual Human Rights Campaign Outline. This document provides a comprehensive account of the selected

campaign topic, delineating the criteria for participation and outlining the schedule of key campaign activities and deadlines.

- 3) **Issuing Supporting Materials:** ELSA International supports the campaign by distributing relevant Supporting Materials every four months, starting from September. These materials highlight international days pertinent to the campaign's theme and include significant dates linked to the chosen human rights issue. This periodic distribution helps National and Local Groups align their activities with broader campaign objectives.
- 4) **Call for National Coordinators:** To ensure effective coordination at the national level, ELSA International launches a call for National Coordinators of the Annual Human Rights Campaign. This process aims to appoint dedicated individuals who will oversee and facilitate campaign activities within their respective countries.
- 5) **Specification and Evaluation Forms:** ELSA International provides essential tools for campaign management, sharing the Specification Form by the 1st of October and the Evaluation Form by the 28th of February of the following year. These forms assist National and Local Groups in structuring their campaign initiatives and evaluating their impact, ensuring accountability and quality assessment throughout the campaign period.
- 6) **Coordinating the Campaign Competition:** ELSA International manages the Annual Human Rights Campaign Competition, fostering competition among participating groups and recognizing outstanding contributions to human rights advocacy and education.
- 7) **Providing Support and Assistance:** Throughout the campaign cycle, ELSA International offers ongoing support to National and Local Groups. This includes providing necessary information, guidance on campaign strategies, and other forms of assistance to enhance the effectiveness and reach of local campaign events.

These coordinated efforts ensure that the Annual Human Rights Campaign operates smoothly and achieves its intended impact across Europe, guided by clear milestones and timelines set forth by ELSA International.

### 4.3. Resources

Resource allocation is a one of the aspects of ensuring the success and impact of the Annual Human Rights Campaign. This subchapter focuses on key strategies for budget planning, financial management, and securing necessary resources to support campaign activities. It is important to note that, irrespective of the financial resources available to the National Group or Local Group, inclusion in the Annual Human Rights Campaign must be guaranteed on an ongoing basis. This involvement extends beyond the organisation of events or activities, which entail costs, to encompass events or projects that have minimal or no associated costs. The latter category includes, for instance, the marketing campaign.

In collaboration with the Treasurer of the National Group, or the Local Group, as the case may be, it is imperative to meticulously plan the budget by evaluating the financial requirements for the campaign. The process of effective budget planning is contingent upon a comprehensive assessment of the financial requirements for the campaign in question. This entails the

identification of expenses, including those related to venue rentals, the procurement of promotional materials, and the estimation of evaluation costs, among others. It should be noted, however, that in the event that the event is held online, these costs may be minimal or even non-existent.

It is also important to consider that the securing of human and material resources is a crucial element in the successful execution of campaign activities. In this regard, it is of the utmost importance to exercise the utmost care in the selection of speakers and distributed materials, which must align with the non-political status of ELSA and reflect the values and vision that we represent.

## **5. IMPLEMENTATION**

### **5.1. General**

Since ELSA is a human rights association, all its Areas should strive to help promote human rights across the Network in their own ways. The main principle is that Key Areas Officers are the project managers, the creative minds behind the ideas for an initiative/event, while Supporting Areas Officers are the people who give flesh and blood to all these ideas by offering their practical and organisational contribution.

Before presenting how Human Rights are implemented in each and every ELSA Area, it is of great importance to define some general things an ELSA Officer shall have in mind when organising an initiative aiming to raise awareness on human rights. Firstly, choosing the appropriate topics to advocate on is half of the work that needs to be done. Ideally, the Officer shall find the balance between selecting an attractive topic to both students and potential sponsors, and a relevant topic that touches the national/local community to make an impact. Secondly, collaboration between national/local groups is more than appreciated, since it is an outstanding way to maximise an initiative's impact, as well as, to demonstrate how collective efforts between people lead to more desirable results. This collaboration may vary from exchanging ideas and good practices, to sharing the challenges and concerns faced, to actually running an initiative jointly. Thirdly, creativity and out of the box thinking is always recommended. Officers can certainly get some inspiration from previous editions' initiatives and then elaborate on them to create something new and original. Last but not least, the Officers shall bear in mind that they can always reach out to ELSA International in case of any problem or lack of inspiration etc, or merely to ask for some feedback.

Having said all these, it is high time to explore and present how human rights may be implemented in every ELSA Area.

#### **5.1.1. Human Rights and BEE**

Human rights implementation within the framework of BEE (Board Management, External Relations, and Expansion) plays a crucial role in enhancing ELSA's mission of promoting human rights awareness and education. BEE's responsibility in coordinating board activities, managing

external relations, and fostering expansion aligns closely with ELSA's commitment to human rights advocacy and legal education.

BEE can strategically integrate human rights principles into its external relations efforts. This involves establishing partnerships with organizations and entities that share ELSA's dedication to human rights. By collaborating with human rights-focused partners, BEE can amplify the impact of the Association's activities, leveraging shared resources and expertise to advance mutual objectives. These partnerships can facilitate joint initiatives, such as awareness campaigns, workshops, or legal education programs, enhancing ELSA's outreach and influence in promoting human rights across Europe.

Moreover, BEE's involvement in strategic planning is of paramount importance in determining the focus topics and approaches that align with ELSA's commitment to a legal, academic, fact-based, and impartial stance on human rights issues. By ensuring that the activities of the Board and the organisation's strategic decisions reflect these principles, BEE reinforces ELSA's reputation as a leader in the field of human rights education and advocacy.

### **5.1.2. Human Rights and IM**

A Secretary General traditionally is the Board Member running administrative/organisational duties in the association. This practical experience can turn out to be of great help when organising an event related to human rights. As expected, the Secretary General may contribute to participants' management, safe person and other organisational/managerial duties that arise. Besides this, since Training is an important part of IM, as well, the Secretary General may organise Human Rights related Training sessions. "How to incorporate Human Rights in events", "How to approach Human Rights Partners", "How to include the Sustainable Development Goals in our work" may be some indicative topics of a Human Rights related Training session. Needless to say that such an IM Training can be organised jointly by the Secretary General and another member of the Board/Director, working on Human Rights. More information and instructions regarding how to organise an IM Training can be found in the relative IM Training Handbooks available on [officers.elsa.org](http://officers.elsa.org).

### **5.1.3. Human Rights and FM**

Financial Management (FM) within ELSA plays a crucial role not only in ensuring the financial stability and sustainability of the association, but also in supporting initiatives such as the Annual Human Rights Campaign (AHRC). By integrating human rights principles into FM practices, ELSA can strengthen its commitment to the promotion and protection of human rights through strategic financial planning and management.

FM can allocate specific financial resources to the AHRC and emphasise the importance of human rights education and advocacy within ELSA's budget framework. This includes earmarking funds for campaigning activities such as workshops, seminars and awareness campaigns that raise awareness of critical human rights issues. Ensuring adequate funding

enables ELSA to effectively organise and coordinate AHRC events across its National and Local Groups, maximising outreach and impact.

FM can leverage partnerships with donors, sponsors and funding agencies that share ELSA's commitment to human rights. Working with organisations that prioritise social justice and human rights advocacy can expand the financial resources available for AHRC activities, increasing the scope and effectiveness of the campaign. FM's role in negotiating and securing these partnerships strengthens ELSA's ability to sustain long-term initiatives that promote human rights education and awareness across Europe.

#### **5.1.4. Human Rights and MKT**

The presence of social media in our daily lives has affected the way we advocate and raise awareness too. Since almost everyone is on social media these days, Marketing Strategies and consequently Marketing Campaigns can be introduced in order to get across a message regarding Human Rights to a bigger audience. In addition, this is a fairly smart way to convey a message, as it does not require any resources, as an event does so, while the chances of it being successful are very high, since everyone these days is on social media. This is why launching a Marketing Campaign to advocate about human rights is highly recommended. Such a Marketing Campaign is usually launched as an Annual Human Rights Campaign initiative.

This part of the Human Rights Handbook proceeds on giving some general tips to keep in mind when launching a Marketing Campaign.

- 1) Make use of the International Days.** Sharing some Human Rights related content on social media is a great way to introduce a topic into a large audience and raise awareness. The International Days can be used as inspiration behind posts, Instagram stories etc, as they are a reason to touch upon an important topic related to them. To give an illustrative example, the International Women's Day can be used as a reason to address online issues such as the position of women in the modern world, women's representation in decision-making bodies, gender inequality etc. A post/story regarding these topics can be shared online, proving how the power of Marketing can be used to advocate on significant issues and educate people.
- 2) Make sure to capture audience's attention.** It is not new that sometimes, in the modern digital era, an image is more powerful than some words. This being said, using the power of image to draw the audience's attention to the message behind the image is highly recommended. To give an example, posting an Instagram reel or even a video containing both images and text can work miracles, as it is naturally more interesting than some mere text. Everything in life revolves around Marketing, from presenting a product, to presenting ourselves in front of a potential employer, to presenting a message we are trying to get across. This is why it is crucial to make the most out of marketing and use it to draw the users' attention to some important issues.
- 3) Incorporate something interactive.** Similar to tip #2, including something interactive while promoting a Human Rights initiative could turn out to be actually beneficial, as it surely captures the audience's attention. To give an example, launching a survey on social

media e.g. on Corruption and Democracy in modern societies, where users will have to vote or even express their personal opinion, and then having the results posted through an informative video on social media, is an excellent way of including people in this process, meaning that their attention has already been captured. Furthermore, Instagram tools, such as Q & A Quizzes around e.g. Human Rights/Sustainable Development Goals/International Days, through which users select the answer they think as correct, can help educate them on topics around Human Rights in a playful, but also educational way.

- 4) **Invest in a good and regular collaboration with the Group's Marketeer.** All the ideas shared above cannot really work out if a good and regular collaboration with the Group's Marketeer is not established. Running an association's social media is a fairly challenging duty, as there are many events/initiatives that require promotion throughout the term, therefore the Marketeer shall schedule everything in advance. This is how some space in the Group's social media accounts will be left for promoting Human Rights, even when the promotion schedule is already busy. Having said these, it is vital to inform the Marketeer on the promotion that needs to be done as soon as possible, while also providing him/her with all the necessary materials (photos, captions, texts) to save some time.
- 5) **Make sure to respect uniformity standards in the Network.** Last but not least, it is crucial to respect uniformity standards in the Network (e.g. the marketing templates by ELSA International) when posting content for a Network-wide event/initiative, such as the ELSA Day or in general every other Annual Human Rights Campaign initiative. In this way, apart from strengthening a sense of uniformity in the Network, the more the audience sees some particular colours, shapes and templates, the more it unconsciously feels familiarised with them, so the more attention is going to pay.

#### 5.1.5. Human Rights and AA

Incorporating human rights into Academic Activities projects within ELSA enriches the educational experience of participants while advancing the Association's commitment to human rights advocacy. These projects serve as pivotal platforms for cultivating knowledge, skills, and critical thinking among members, aligning closely with ELSA's mission to promote a legal, academic, and fact-based approach to human rights issues.

Firstly, human rights can be integrated into Academic Activities through thematic **campaigns** and workshops. These initiatives can focus on the specific Annual Human Rights Campaign theme. By organizing campaigns that raise awareness and educate participants on these issues, ELSA equips its members with a deeper understanding of human rights principles and their relevance in legal and societal contexts.

Secondly, **non-formal education programmes** can be adapted to include modules on human rights law and international human rights instruments. In accordance with the recommendations set forth in other AA toolkits, non-formal education initiatives that also advance our corporate social responsibility, such as ELSA4Schools, can be adapted to provide children with non-formal education on human rights. The introduction of these concepts at an early age enables young



learners to recognise and advocate for their own rights and those of others in their communities. Human rights education within ELSA4Schools can promote values of tolerance, equality, and respect for diversity. Interactive activities and discussions can explore topics within the Annual Human Rights Campaign's theme. Through engaging exercises, children can develop empathy and critical thinking skills, fostering a culture of inclusivity and social responsibility from a young age.

Furthermore, activities such as legal research groups, law reviews and essay competitions offer a valuable opportunity for engagement with human rights issues from a scholarly perspective. To illustrate, a **legal research group** may focus its attention on a subject matter pertinent to human rights, or alternatively, reflect the theme of the Annual Human Rights Campaign. Such activities facilitate the advancement of critical thinking and evidence-based advocacy through the investigation and research of pertinent subjects. The final report may then be employed for the purpose of developing awareness campaigns or organising a variety of events, such as discussion panels.

The role of **law reviews** in the advancement of human rights discourse is of significant importance. They provide a forum for rigorous legal research and informed discussion among students, legal professionals, and academics. The incorporation of human rights into law reviews serves to enhance their academic credibility while also contributing to broader legal and societal impacts. The publication of articles, case notes and commentaries on human rights law or on the Annual Human Rights Campaign's theme by law reviews encourages the critical analysis of international human rights treaties, regional legal frameworks and domestic jurisprudence concerning human rights issues.

The **essay competitions** provide a dynamic platform for law students and young lawyers to engage in a profound manner with human rights issues through the medium of legal writing. By focusing the subject matter of the essays on specific human rights themes, these competitions prompt participants to conduct comprehensive research, analyse relevant legal precedents, and present well-reasoned arguments. The competitions typically entail formulating responses to questions that challenge participants to apply human rights principles to contemporary legal challenges or hypothetical scenarios, thereby fostering critical thinking and scholarly inquiry. Moreover, these competitions serve an invaluable function in fostering the growth of future leaders and advocates for human rights.

In conclusion, the incorporation of human rights into this pivotal domain offers boundless prospects for enhancing educational experiences, fostering critical thinking, and empowering prospective legal professionals and advocates. The integration of human rights principles across a range of non-formal educational initiatives, including ELSA4Schools, legal research groups, law reviews, and essay competitions, not only fulfils the mission of promoting a legal and academic approach to human rights, but also fosters a culture of respect, inclusion, and social responsibility among members and the broader community.

#### 5.1.6. Human Rights and C

In Competitions, including Human Rights, could not be such an easy process.

Of course, the first event we'd like to mention is **the Helga Pedersen Moot Court Competition**, formerly known as the European Human Rights Moot Court Competition, which has already been held 12 times. It consists of a simulation of the procedure for complaints to the European Court of Human Rights and provides a unique opportunity for students to experience first-hand the principles and implementation of the European Convention on Human Rights.

At a National or Local Level, planning a human rights moot court competition can also stand out because it is not the first area of law one thinks of when planning a moot court competition, and also because the topic is topical and new cases are constantly emerging, giving students the opportunity to discuss them first hand!

As far as **academic competitions** and **negotiation or interview competitions** are concerned, again, human rights may not be the obvious main choice of topic, so you need to look at ways of making it more attractive, such as prizes and marketing. An internship in a law firm that deals with human rights, an NGO, a civil society organisation, a ministry and others that deal with human rights is an excellent idea.

A **legal debate** could also be a very effective format to put “human rights in action”, as you get the parties to think about the other side, the other opinion.

#### 5.1.7. Human Rights and PD

**ELSA Traineeships** represents a flagship project of ELSA, which fosters professional development and cultural exchange by providing legal work opportunities for law students and young lawyers in foreign and international legal systems. The incorporation of human rights into the ELSA Traineeships programme serves to augment its overall impact by furnishing participants with the requisite knowledge and experience to effectively advocate for and safeguard human rights in their future professional endeavours. By offering traineeships with organisations that specialise in human rights law, such as non-governmental organisations, international bodies and legal clinics, participants can gain first-hand experience in addressing human rights issues. Furthermore, the cultural exchange element of ELSA Traineeships encourages a more expansive appreciation for the multifaceted perspectives on human rights. Participants engaged in disparate legal systems can disseminate optimal practices, learn from diverse approaches to human rights protection, and construct a global network of like-minded professionals dedicated to the advancement of human rights. This international collaboration facilitates a more comprehensive and nuanced comprehension of human rights issues and solutions.

The inclusion of a **Career Fair** focused on human rights can serve to enhance the overall value of the event by providing an opportunity to gain insight into the various career pathways that exist within the field of human rights law and advocacy. By extending invitations to organisations that are dedicated to human rights, such as non-governmental organisations, international bodies and legal aid clinics, students will be able to gain insight into the extensive range of opportunities

that are available within this sector. Those engaged in the field of human rights will be able to present their experiences, share the impact of their work, and provide guidance on how to pursue a career in human rights. Furthermore, workshops and panel discussions on human rights topics can be incorporated to educate students about current issues, international human rights frameworks, and the skills required to succeed in this field. This approach not only broadens students' career perspectives but also fosters a deeper commitment to the promotion of justice and equality.

Furthermore, a **Job Fair** incorporating human rights can facilitate the connection between students seeking employment and organisations dedicated to human rights work. By featuring companies and organisations that focus on human rights issues, the event can facilitate direct access for students to job opportunities in this area. Companies may choose to present their commitment to human rights, describe the roles available, and outline how prospective employees can contribute to their mission. The provision of workshops on the construction of effective curriculum vitae and motivation letters for positions within the human rights sector, in addition to the facilitation of mock interviews with human rights professionals, can serve to equip students with the requisite skills and knowledge to navigate the application process. Furthermore, the establishment of stalls representing organisations that promote labour rights and fair employment practices can facilitate the dissemination of information to students regarding their entitlements as employees and encourage the adoption of ethical job seeking practices. The incorporation of human rights into the job fair not only assists students in securing meaningful employment but also cultivates a workforce committed to upholding human rights principles in their professional conduct.

The combination of these events provides students with a comprehensive platform through which they can explore, prepare for, and secure careers in human rights. By providing both educational opportunities and direct access to potential employers, career fairs and job fairs focused on human rights work complement each other in order to build a well-informed, motivated, and ethically-driven generation of legal professionals. This dual approach ensures that students are not only aware of the various pathways within human rights law but also equipped with the practical tools and connections necessary to pursue and thrive in these careers.

**The Lawyers at Work (L@W)** events offer a distinctive opportunity for the integration of human rights education and practice into the professional development of law students and young lawyers. The incorporation of human rights elements into these events affords participants the opportunity to gain firsthand experience in addressing human rights issues within various legal contexts. To illustrate, a single session may feature a speaker with expertise in human rights law, who can discuss current challenges and provide practical advice on pursuing a career in this field. Open day events provide an opportunity for students to gain first-hand experience of the work of human rights organisations, allowing them to observe the day-to-day tasks and responsibilities involved. The incorporation of a job fair or a case study focused on human rights law serves to further enhance the practical learning experience, thereby fostering a deeper commitment to justice and equality in the legal profession.

### 5.1.8. Human Rights and S&C

Seminars and Conferences have a wide range of options when it comes to events that may include Human Rights. Since the aim of an S&C event is to provide students with a positive learning experience and make them aware of different social and cultural environments, the scope of Human Rights offers this possibility precisely.

In order to not be exhaustive, and to leave it in the creativity and will of our S&Cers, we will generally approach the possibilities of events and projects.

Through **lectures, panel discussions, seminars and conferences**, Human rights are always an interesting and current topic for your events. They are also a guarantee to have an internationally relevant topic, since human rights by definition are connected to international law. In addition, there are various non-governmental organisations and international institutions working with human rights and it is easy to find academic partners and speakers for your events.

In case of **Institutional Visits**, and making the partnership with the Council of Europe even more valuable, the opportunity to do an Institutional Visit to Strasbourg and visiting not only their installations but also to the European Court of Human Rights could be an amazing idea! Not limiting it to ELSA Partners, you can also include, for example, the International Criminal Court and the International Court of Justice in The Hague or the United Nations and the Human Rights Office in Geneva.

It can also be valuable to organise a visit to or with another Local or National Group with the opportunity to plan the academic programme of the **Study Visit** in the theme of human rights. Such academic programmes could include an Institutional Visit to the local human right organisation.

Since ELSA enjoys a special consultative status within several United Nations bodies, especially United Nations Human Rights bodies such as the Committee against Torture, the Committee on the Elimination of Racial Discrimination and the Committee on the Rights of the Child, it offers to its members and alumni a possibility to attend the sessions of the mentioned institutions several times a year. When attending **ELSA Delegations**, representatives of ELSA have a chance not only to learn about the current issues related to the topic of the respective session, but to speak out about the topic on the behalf of ELSA.

It can be interesting to bring a human rights' perspective to the academic programme of a **Summer or Winter ELSA Law School!** In the previous editions we counted topics such as Human Rights & Sustainability and Human Rights & Globalisation. Since it is a topic that can be transversal to any field of law, it counts with a large range of options and we can suggest you to go bold!

With a shorter duration than the previously mentioned project, an **International Conference** can also be the ideal event to have an impact internationally and promote human rights to

participants from different cultural backgrounds. Additionally, it is a perfect way to network with experts and professionals in the field, from different countries.

Finally, organising an **ELSA Webinar** in the theme of human rights, hence organising an event easily accessible thanks to its digital nature, allows for a bigger audience of your event, thus its bigger visibility. Additionally, as ELSA Webinars take place online, you can invite human rights experts from all over the world to participate in the event and share their knowledge with the participants.

You can also count with **ELSA Webinars Academy** which introduces a brand for online legal courses in ELSA. Completion of the course is confirmed by the certificate of participation, which gives an additional visibility and credibility to ELSA, as a human rights expert among youth NGOs.

## **5.2. Engagement and Participation**

Realising the importance of advocating about human rights protection, National and Local Groups, as already said, organise events/initiatives around the Annual Human Rights Campaign topic. Under this framework, they have the chance to participate in a Competition to receive visibility materials from the Council of Europe, the stable human rights partner of ELSA International. ELSA International selects the 40 best initiatives, following criteria such as, the initiative's impact, creativity, the number of participants involved etc. In addition, during the Spring International Council Meeting ELSA International presents the Annual Human Rights Campaign Winner, meaning the National Group which has organised the best Annual Human Rights Campaign initiatives in its Network throughout the term. The winner is determined upon criteria such as relevance, impact of initiatives, number of participants involved etc., and receives an award for its exceptional effort. By holding these competitions in the Network, the National Groups get motivated to participate in this collective effort of raising awareness through organising events/initiatives, called Annual Human Rights Campaign.

## **6. MONITORING AND EVALUATION**

### **6.1. Monitoring Progress**

It is of the utmost importance to implement an effective monitoring system for the Annual Human Rights Campaign in order to guarantee that the set objectives are being met, that activities are conducted in an orderly and efficient manner, and that any potential challenges are promptly identified and addressed. The implementation of robust tools and methods for the monitoring of progress, in conjunction with the establishment of regular reporting and feedback mechanisms, facilitates the achievement of continuous improvement and ensures accountability.

In order to monitor the progress of the Annual Human Rights Campaign, a number of tools and methods can be utilised.

In the role of National Coordinator, a variety of instruments and methodologies may be utilised in order to monitor the progression of the Annual Human Rights Campaign at both the national and local level. It is recommended that a Status Update Report be created in the form of a sheet, on which each of the Local Groups can record updates on the progress of the planned event. The sheet may be used to request the collection of qualitative data on participant experiences, engagement levels, and areas for improvement. Furthermore, it is crucial to define clear performance metrics and key performance indicators (KPIs) aligned with the campaign's objectives. Metrics such as the number of organised events, participant attendance, social media engagement, and media coverage can be tracked to assess progress and impact. The creation of a Status Update Report would facilitate more effective data collection, analysis, and utilisation for the Annual Human Rights Campaign Competition, thereby enhancing the likelihood of winning the prize from the Council of Europe and ELSA.

Furthermore, it is recommended that periodic meetings be held with the Vice President for Academic Activity in the Local Groups, or the Officer responsible for human rights in these groups. These meetings should be conducted with the objective of facilitating the exchange of ideas on planned activities, as well as providing an opportunity for the attendees to gain a deeper understanding of the events in question. This will enable them to more effectively monitor the progress of the activities. The meetings should be conducted in an open and collaborative manner, with the aim of fostering communication and problem-solving. The establishment of feedback loops, through which participants, organisers and stakeholders can provide continuous input, facilitates the real-time assessment and adjustment of campaign strategies. Such objectives can be attained through the implementation of regular check-ins, online forums, and suggestion boxes. A comprehensive evaluation can be conducted at the conclusion of the campaign year. This entails the analysis of all collected data, the assessment of the Campaign's overall impact within the context of the National Group, and the identification of lessons learned. The findings of the evaluation report can be disseminated to all members and partners, and used to inform future campaign planning.

The utilisation of these tools and methods for monitoring progress and the implementation of regular reporting and feedback mechanisms ensures that the Annual Human Rights Campaign remains dynamic, responsive and effective in promoting the importance of human rights across Europe.

## **6.2. Evaluation**

The evaluation of the Annual Human Rights Campaign entails an assessment of the value and impact of the activities, events, and other initiatives related to the Campaign. In order to ensure the most comprehensive evaluation possible and to inform future actions, it is essential to conduct a detailed examination at designated intervals to assess the campaign's performance. This evaluation should focus on key areas, including relevance, effectiveness, efficiency, sustainability, and replicability. This process will assist in the identification of both the areas of success and those in need of improvement, as well as the underlying reasons for these outcomes. The evaluation process can be divided into two distinct categories: formative and summative evaluations. Each category serves a unique purpose within the broader assessment framework.

Formative evaluation is conducted during the course of the campaign with the objective of optimising its performance. In contrast, summative evaluation is undertaken at the conclusion of the campaign. In order to gain a comprehensive overview, it is recommended that the evaluation be a combination of formative and summative evaluation, with due consideration given to the data obtained from the Status Update Report or other forms selected for monitoring the Annual Campaign for Human Rights.

The systematic implementation of both types of evaluation enables the Campaign to guarantee continuous improvement and strategic alignment with its objectives. The provision of regular feedback and reporting mechanisms allows for adjustments and enhancements to be made in real time, while summative evaluations provide a comprehensive understanding of the campaign's overall impact. This holistic approach not only supports the Campaign's immediate success but also contributes to the long-term effectiveness and sustainability of human rights initiatives across the network.