

JUSTICE & PEACE

Justice and Peace Netherlands

Annual report, 1st of January – 31st of December 2018

(in line with multi-annual strategy 2019-2021)

Content

1. Foreword of the Management Team

1.A Organisational analysis

2. Human Rights Defenders and Security

2.A Resilience Initiative

2.B Shelter City

3. Migration and Human Rights

3.A Welkom Hier

3.B Haagse Huiskamer

3.C Access to Protection

3.D Samen Hier

3.E Kapitaal voor de Toekomst

4. Policy Influencing

4.A Human rights defenders and security

4.B Migration and human rights

5. Communication

Foreword

The year 2018 was an important year for Justice and Peace. We celebrated our 50th anniversary in October, a true milestone for our organisation. In 'Het Nutshuis', the building in The Hague where our office is situated, we organised a wonderful Storytelling dinner with over 75 guests. Presenting Justice and Peace anno 2018 and listening to testimonies of dedicated partners of our organisation. It was also the year in which we went through a process of re-assessing the focus of our organisation and how to communicate this to the outside world. The outcome is presented in a beautiful new, more interactive website of Justice and Peace in which all our initiatives like Haagse Huiskamer, Samen Hier, Shelter City and Welkom Hier are given a place.

This year also marked the 70th anniversary of the adoption of the UN Universal Declaration of Human Rights and the adoption in 1998 of the UN Declaration on Human Rights Defenders, which provides for their protection and support and encourages everyone to stand up for human rights. For Justice and Peace these anniversaries and the realisation that human rights, in times of furthering shrinking space for civil society, need more than ever to be defended and promoted.

Looking back, our commitment to human rights has resulted in hosting and protecting again 20 international human rights defenders in the Dutch Shelter Cities in 2018 alone. Each of them received tailor made support and they all received our security and advocacy trainings in order to do their work in a safer manner. They returned to their home countries re-energized. The network has further expanded, we welcomed the 11th city to our network, Deventer, and the 12th city, Rotterdam, will be ready to join by January 2019.

Justice and Peace holds the view that the integration of refugees and those in need, should be seen as 'two-way traffic' involving both the new-comers and the receiving communities. This view resulted in a new pilot project, Togeteher here (Samen Hier), that took off in September. Samen Hier provides a community-based approach in which groups of five Dutch people use their network, knowledge and time for a year to allow a matched status holder (or matched family) to participate effectively in Dutch society as quickly as possible.

The Haagse Huiskamer partners managed the drafting of the Haagse Huiskamer Inspiration Memorandum for Status holders in The Hague. The main question here was: What can the future local Council of The Hague improve regarding the integration policy for refugees? Over 35 partners shared their recommendations in the Inspiration Memorandum. Their message: promoting integration is a joint task in which we, as residents and representatives of civil society, like to work together with the municipality.

Our Welkom Hier programme has focused on its last project year and will end in March 2019. In 2018 three Welkom Hier festivals took place in Rotterdam, Ede, and Nijmegen. Since October four refugees joined the Welkom Hier team, to organise the Binnen! Festival in which refugees invite us to their homes. The final national Welkom Hier event will share the lessons learned from the project with policy makers and our main partners to inspire them to collaborate effectively towards a long term policy that achieves sustainable integration of refugees that is characterised by new initiatives that can grow in collaborations between refugees, the Municipality and civil society.

On top of this we managed to organise our first fundraising event, the Ride for Rights (or Shelter City Bike Challenge) in which a large group of cyclists from within and outside Justice and Peace cycled all the way from Groningen to Maastricht, passing all 11 Shelter Cities to raise money for the very much needed security trainings of human rights defenders.

In the second half of 2018 we developed our new multiannual plan for 2019-2021. This plan is a continuation of the current programmes and shows our ambitions regarding the consolidation and expansion of especially Shelter City and Samen Hier. Our multi-annual plan 2019-2021 can be found [here](#).

Sebastiaan van der Zwaan, Director
Marieke van der Vliet, Head of Programmes

1.A Organisational analysis

Indicators to measure Justice and Peace's strategic goals in 2018

Staff	<ul style="list-style-type: none"> - 2 % of the annual budget is spend on knowledge/skills improvements of the staff members - 50 % of the staff members follow a training/course to improve their knowledge and skills - Min. 25 % of the expenses on knowledge improvement is spend on communication knowledge and skills - Min. 25 % of the expenses on knowledge improvement is spend on deepening (programmatic) knowledge 	<ul style="list-style-type: none"> - 1,69 % of the annual budget was spend on knowledge/skills trainings of the staff members. - 60 % of the staff members followed a training/course to improve their knowledge and skills. - 48 % of the expenses on knowledge improvement were spend on communication knowledge and skills. - 40 % of the expenses on knowledge improvement were spend on deepening (programmatic) knowledge.
Fundraising	<ul style="list-style-type: none"> - 15 submitted proposals by the end of 2018 - Minimum of 3 new funders/donors identified in 2018 - 1 out of 6 proposals is approved - Research for CBF recognition 	<ul style="list-style-type: none"> - 27 proposals submitted by end of 2018 - 21 new funds identified and in contact with - 2 out of 4 proposals approved - Steps to receive CBF are at final stages by the end of 2018
Communication	<ul style="list-style-type: none"> - Justice and Peace has increased its social media outreach from 3200 to 5000 - +500 e-newsletters in 2018 (through actively signing up people that visit our events/festivals) - At least 5 events with a minimum of 100 visitors each time - Visitors to our website stay longer on the site than in 2017 	<ul style="list-style-type: none"> - In 2018 our outreach on all our social media channels increased significantly to 8758 followers. Total reach for the Facebook pages was 234.383 views. On average, we reached 784 users per day. - In 2018 the new European Privacy law was implemented. This meant that all subscribers had to be contacted to confirm their subscription. And we had to start a new E-newsletter after building a new website. Because of this the amount of subscribers decimated to 280 for the Dutch E-newsletter and 400 for the English E-newsletter. In 2017 and 2018 the focus was on social media. Plans are made to develop separate newsletters for Shelter .City and Samen Hier. - In 2018 Justice and Peace (co-)organized 60 events that were visited by 8658 visitors. This is more than twice as much as in 2017. *Excl. events by Shelter Cities. - Users did spend more time on our website. While the average session duration in 2017 was 00:01:56, this increased to 00:02:10 in 2018; an increase of +11.65%. a significant improvement.
Security	<ul style="list-style-type: none"> - At the end of 2018 Justice and Peace will have finished a security policy and have a clear statement on this on its website - By the end of 2018 Justice and peace will have all its personnel informed and trained regarding digital security. 	<ul style="list-style-type: none"> - A new Privacy Policy, including security of personal data, is created and public on our website - JP staff has been trained in password management and corporate password management and protection is improved.

NB: the main results of the programmes are highlighted in **BOLD** in the following pages. The more detailed results of the programmes are monitored in our logframes in which we measure bi-annually the output and outcome of our activities by different sets of indicators. Since the content is so extensive, we decided not to add these logframes to our public annual report, but whoever wishes to see this information can contact the Management Team of Justice and Peace. Thank you.

2. Human rights defenders and security

Justice and Peace has relocated a total of twenty Human Rights Defenders in eight different Dutch cities in 2018. Their stay was fruitful and they all returned home safely. From their evaluations we have taken up new lessons learned which will help us to further professionalise and accustom our programme to the needs of HRDs at risk. In terms of security and resilience trainings we have copied the setup which was introduced in 2017, namely by having the trainings organised in The Hague in the midst of their stay. In April and October the groups of defenders followed the one week security training, followed by a 1 day advocacy and policy influencing session. Besides the regular implementation of the programme, Justice and Peace has been actively working on setting up a volunteer network in The Hague. There is now a group of enthusiastic volunteers who we can approach for undertaking activities with the guests. We organised a number of online themed webinars for partners and new mentors to prepare them for the arrival of the new Shelter City guests and we created an online Shelter City Platform, where partners have access to relevant documents developed in the Shelter City network (by Justice and Peace or by partners).

2.A Resilience Initiative

In 2018, the Resilience Initiative (RI) has been characterised by a consolidation phase, financial-wise but also strategy-wise. In 2018, the Resilience team has worked in total synergy with the Shelter City Initiative.

The RI has a 3 pronged approach:

- Objective 1: Strengthen the security and long term resilience of Shelter City guests and their organisations during their temporary relocation in The Netherlands.
- Objective 2: Strengthen the Shelter City network in The Netherlands and abroad.
- Objective 3. Build strong public support in The Netherlands through a community of human rights allies for the SCI.

Objective 1:

- Shelter City guests' training: **17 HRDs hosted in the Shelter City Initiative** received a **8 day-training on holistic security** – security management, digital security, organisational security, including Relaxation techniques (taichi, chikung 2 sessions) - as well extra training sessions over the 3 months: 2 sessions on wellbeing and self-care , 1 session on advocacy and policy influencing and 1 visit to the ICC. The Shelter City guests staying as part of the 'urgent relocation scheme' out of the usual cohorts (3 of them) have received personal training sessions on digital security.
- **All the Shelter City guests received a security intake by the RI team** (risk assessment of each guest), and upon return, had a personal follow up session to discuss return and refresh digital security skills.

Objective 2:

- **SC network in the Netherlands: 4 webinars have been organised** with various cities and local mentors on topics such as the psychosocial accompaniment and wellbeing of HRDs in relocation, and safe communication/digital security with the HRDs. These remote training sessions work well and will be continued to keep training new staff.
- **SC Tanzania has been supported to fundraise money for resilience training to the local SC staff.** So far, contacts with Dutch embassies and Digital Defenders 'partnership have been made. No funding has been secured yet to carry out such training in Tanzania. The coordinator of Shelter City Tanzania was invited to the security training week.
- **SC Tbilisi was supported in their training and networking efforts. Two staff members travelled to Tbilisi between November 1st and 7th to deliver two sessions on digital security and advocacy to locally hosted HRDs.** The training was coupled with supporting SC Tbilisi staff in improving training curriculum in addition to supporting them in their networking efforts in Tbilisi.
- **Relations with the international Shelter City network were tightened** (see Shelter City section) during several international meetings (in Tbilisi, in Costa Rica, among others).

- Relations with other Temporary Relocation Initiative were tightened : Martin Roth Initiative, ICORN, University of York 's Centre for Applied Human Rights, and a joint research project on the wellbeing of Human rights defenders started in 2018, and will continue in 2019.

Objective 3:

- In the Netherlands: **1 event was organised during the Borders sessions (June 12, 2018) on digital rights and privacy, along with the designer of the board game 'Quantified'**. The aim of the session was to illustrate through gamification the massive data collection we are object of, and understand the challenges for our privacy in our societies.
- Abroad: **the RI team attended several conferences on human rights defenders and protection**, as well as on digital rights, which contributed to strengthening our network and branding (10th anniversary of the Center for Applied Human Rights in York, Internet Freedom Festival in Spain, IREX partners meeting in Spain, Martin Roth Initiative kick off meeting in Germany, Human rights defenders' Summit in France, PBI special event on the UN Declaration on HRDs in Brussels, Digital Democracy: Threats and Opportunities in Leiden University).

External services:

Continuing 2017's efforts to brand JP as a leading training organisation, **we have continued providing services to external partners**, which represented a total of 30.268,40 euros.

- **In the Netherlands**, training sessions on security were delivered to RNTC/RNW, RVO-Dutch visitors programme, SOMO, Hivos Digital Defenders partnership, the Netherlands Institute for Multiparty Democracy-NIMD (Income: 8,428.40 EUR).
- **Abroad:**
 - o Training in digital security in Seoul with NKDB (North Korea Database): we teamed up with NKDB to organise a 5 day training on digital security and wellbeing, that was granted funds from the Dutch embassy and the EU delegation in Seoul. The 22 participants in the workshop came from different South Korea-based organisations focusing on North Korean human rights. Participants were human rights defenders (HRDs) involved in documentation and investigation of human rights violations in North Korea, reporting on the internal state of affairs in North Korea, advocating for improvement of the human rights situation of the North Korean people, offering resettlement assistance to North Korean refugees resettled in South Korea (Income: 21,840 EUR).
 - o IREX Fellowship: in 2018, Justice and Peace was contracted by IREX, an international development and education organisation, to implement a digital security audit for the benefit of at-risk civil society organisation based in Europe and working on human rights issues. The total price of the audit is \$15,943.10 for a 25-day engagement. The engagement starts with an on-site organisational needs assessment mid-February 2019, followed by the implementation of a digital security plan and later follow up. The contract extends to end of April 2019 with the prospect of renewal for a further engagement before the summer of 2019 (Income: 15,943.10 USD).

Organisational security:

In 2018, Justice and Peace partially implemented its internal information security policy by upgrading its digital infrastructure, optimising its digital processes and raising its staff awareness. This was possible through a number of actions including, a consolidation into a single host of our websites and the internal management (instead of relying on a third party) of hosting services (we manage the hosting ourselves), the equipment of some staff members with secure solutions such as a VPN and the launch of an internal educational newsletter. In 2019, the information security officer will dedicate a greater amount of hours to complete the implementation of the rest of the policy, with a special focus on staff education through awareness raising campaigns (e.g. via a bi-monthly educational newsletter, pen-testing exercises, production of video and printable guides and more).

2.B Shelter City Netherlands

Shelter City. Justice and Peace has invited a total of 20 Human Rights Defenders in 11 different cities.¹ Their stay was fruitful and they all returned home safely. From their evaluations we have taken up new lessons learned which will help us to further professionalize and accustom our programme to the needs of HRDs at risk.

Similarly to previous years, various activities were undertaken along four objectives:

- (a) **Rest and respite:** a specific accent was set on psychological support, with an increased amount of HRDs being handled by professionals and special workshops being organised on the topic of wellbeing and stress management. Justice and Peace organised group sessions for the Shelter City guests, and offered the possibility to have individual sessions. In addition, several HRDs were offered the possibility to follow a few sessions after return to their home-country. Complimentary to the counselling sessions, HRDs had the possibility to do e.g. yoga, Tai Chi or self-defence.
- (b) **Networking:** as in past years, HRDs strengthened their professional network through meetings with NGOs, politicians, etc. They also got to exchange with each other on several occasions, and created a mutual support network which remains active after their departure.
- (c) **Training:** the training weeks took place in April and October and focused on holistic security. Justice and Peace also organised a training day on advocacy as well as individual security sessions with the HRDs that were not able to attend the training week. In addition to the trainings, Justice and Peace offered personal security accompaniment.
- (d) **Awareness-raising:** activities with students and the general public were undertaken in all the cities. The project got attention in local and national media and social media. In The Hague, efforts to reach high school students and university students have been successful. Justice and Peace now has a good number of educational contacts which can be used for the organisation of seminars, lectures and workshops.

Justice and Peace organised a number of online themed webinars for partners and new mentors to prepare them for the arrival of the new Shelter City guests and created an online Shelter City Platform, where partners have access to relevant documents developed in the Shelter City network (by Justice and Peace or by partners) and a shared agenda to keep the local partners informed about the Shelter City events that are being organised throughout the Netherlands.

In 2018, Justice and Peace actively worked on setting up a **volunteer network in The Hague**. Every Shelter City guest is now being linked to multiple volunteers for social activities.

From **24-26 September 2018 the first International Shelter City Workshop was organized in Tbilisi**, in collaboration with Shelter City Tbilisi. A total of 34 persons attended, representing NGOs, authorities, cities, donors and academics. The topic of the workshop was *'Towards a greater security for human rights defenders'*.

Regional relocation. In April 2018 Justice and Peace attended the **official opening of the Shelter City project in Costa Rica**. The Shelter City hubs in Costa Rica, Georgia and Tanzania have been hosting Human Rights Defenders throughout the year. In March 2018 a scoping mission took place to South-Korea (combined with security training). Efforts to set up a Shelter City in Asia continue.

International support for HRDs. Justice and Peace continued to actively promote the creation of shelters and other types of support to HRDs at risk. It spoke at different international events and conferences. In June and November, Justice and Peace took part in **discussions in Trento and Rome regarding the creation of a protection programme in Italy for human rights defenders**, together with one of our Shelter City guests.

Emergency relocation. **One HRD was relocated under our emergency relocation grant to our partner AHRN Foundation in Tanzania.** Due to language and cultural barriers we believed that regional relocation was the most suitable option for him. **Another HRD was hosted under our emergency programme in The Hague.**

¹ For safety and privacy reasons the names of the participants are not mentioned in this report.

Impact assessment. In the first half of 2018 an **external consultant conducted an impact assessment to evaluate the Shelter City programme (2012-2017)**. The impact assessment showed that JP is on the right track and that the general feedback from HRDs who participated in the programme is positive. JP is currently implementing the suggestions for improvement resulting from the evaluation.

3. Migration

3.A Welkom Hier

In 2018 we continued our Welkom Hier programme in which we seek to create and maintain momentum for communities willing to work together on sustainable welcome and integration practices. Within the programme there is a focus on 1) the involvement of refugees in the development of the programme and 2) the development and implementation of practical formats for effective collaboration between local solidarity initiatives (and municipalities). In 2018 **three Welkom Hier festivals took place in Rotterdam (January 20), Ede (April 7) and Nijmegen (December 22)**. Next to this we organized a workshop in Delft for capacity training of volunteers and professionals that work with Eritrean newcomers. Since October **four refugees joined the Welkom Hier team**, working as a volunteer on a special edition of Welkom Hier that will take place on the 23rd of March in The Hague. Next to this **preparations have been made for the organisation of a national Welkom Hier event that will be held in March 2019**. Justice and Peace will share the lessons learned from the Welkom Hier programme with policymakers and our main Welkom Hier partners to inspire them to collaborate effectively for sustainable integration of refugees. To show the potential of local solidarity initiatives in the Netherlands to a wider audience, Justice and Peace has carried out a **research** together with a Masters student from Webster University about the **strengths and challenges that local solidarity initiatives experience in doing their work**. The results of that research will be used for a **publication** on local solidarity in the Netherlands, which we will hand out during the national Welkom Hier event.

3.B Haagse Huiskamer – The Hague living room

In 2018 we continued our Haagse Huiskamerproject, a network of integration and welcoming initiatives in The Hague that was officially launched in September 2017. In 2018, Justice and Peace has introduced a new format of events within the Haagse Huiskamer network: **two versnellingsessies (acceleration sessions) were being organised to help partners from the network speed up the development of their plans and ideas and find new partners**. As a result of the first session, an **Eritrean bike taxi service start-up launched in May 2018**.

With 30 partners, Justice and Peace worked on the publication of the '**Inspiratienota**', a policy paper to inform the new local government about best practices and recommendations for the local integration policy.

Four network events took place in 2018: an event in the group housing and community space SOZA attended by 100 partners and refugees, a Women Only event attended by 60 female partners and refugees, an event on the Inspiratienota that was attended by 80 participants from municipality and civil society, and a fourth event in the neighbourhood Ypenburg, where residents of the group housing met with Dutch residents and initiatives from other parts of the city.

Justice and Peace has also started to **build a network in Escamp**, another neighbourhood where many refugees live, and where Justice and Peace will organise Haagse Huiskamer events in 2019.

2018 also marked the start of **spin-off initiatives**, such as '**Het Nieuwe Geluid**', a choir for refugees and non-refugees of the Hague, and '**Samen Uit**', a club for culture-loving refugees and non-refugees of The Hague who visit concerts, theatre plays and other art performances together.

3.C Access to protection

Within its advocacy work for safe passage, Justice and Peace has focused on the **European wide Citizens' Initiative 'We are a welcoming Europe'**. See logframe down for further information.

3.D Samen Hier

During 2018, Justice and Peace further **developed the project design of Samen Hier** and worked on fundraising (see the chapter on fundraising and project development). Justice and Peace moreover secured the commitment of local and national partners to collaborate on the pilot, published an **article in national newspaper Trouw** to promote the project, and presented the pilot during a roundtable on refugee resettlement organised by the Canadian embassy

and UNHCR. The Samen Hier pilot was endorsed by both the embassy and UNHCR as the next step forward on promoting sponsorship in the Dutch context.

3.E Kapitaal voor de toekomst

In August 2018 Justice and Peace started the pilot '**Kapitaal voor de Toekomst**' aimed at offering at least 20 **undocumented migrants support in finding an education**. Undocumented migrants above 18 face difficulties in getting an education, because the right information is not available and sometimes because there's no legal possibility to follow a course. In 2018 Justice and Peace made an inventory of study programmes that undocumented migrants want to follow. Next to this Justice and Peace had several meetings with organisations and schools in The Hague to find out what offer is already in place for this target group. In 2019 Justice and Peace will continue to gather information about both the wishes of undocumented migrants, and the offer from (formal) education programmes. In 2018, **nine undocumented migrants have signed up for the project**. Two of them have been enrolled with a suitable course which they'll start in February and April 2019. Justice and Peace works together with organisations from other cities (ASKV and Villa Vrede) who run similar education projects to enhance our common goal to open up study possibilities for undocumented migrants within formal education programmes.

4. Policy Influencing

4.A Human rights defenders and Security

- On the basis of the legal analysis provided by DLA Piper, Justice and Peace has decided on a **two track lobby strategy on a visa for HRDs**. In the short term Justice and Peace wants to qualify as an organisation that can invite HRDs through a programme based on cultural exchange. This would only be applicable for a small group of HRDs, as there is an age limitation up to 31 year of age. The longer term strategy would be to develop a specific visa for HRDs.

4.B Migration and Human Rights

- The European Parliament has passed a **resolution** that instructs the European Commission to create a humanitarian visa so that refugees in their own region can apply for a humanitarian visa in the embassies of the European member states, such as the Netherlands. In this way they can then safely travel to a European member state to apply for asylum. It is now up to the European Commission to come up with a proposal at the end of March 2019 that will make a European humanitarian visa possible. Justice and Peace met with MEP Lopez Aguila, author of the resolution, to raise this specific point.

5. Communication

Objective 1: Profile Justice and Peace as a professional and creative human rights organisation with autonomous brands that contribute to our core business.

1. JP's brands become strong and well-known within their target groups, according to their goals.
2. JP is known and appreciated by our stakeholders for what we believe in and the achievements and fame of the brands.

*Stakeholders: (potential) funds, partners, sponsors, fans, colleagues, (int.) policy makers, peer organisations, researchers.

Objective 2: Mobilise the Dutch and international public on local solidarity and local human rights (and be known for it).

1. Influence public opinion and inspire positive change through knowledge-based content and public awareness campaigns and events both by JP corporate and the brands, while exposing JP in the communication.
2. Expand and diversify our financial sources through fundraising campaigns (and business outreach).
3. Maintain and increase attendance at our events through use of corporate and brand channels.

For almost fifty years, Justice and Peace Netherlands has actively promoted respect for human rights, by keeping human dignity, solidarity and social justice at the core of our programmes. Our approach is to support and develop practical and accessible ways on how anyone everywhere can be a change maker, contributing to local solidarity and human rights. We believe real change starts at the local level and that we are all human rights defenders.

For 2018, our communication strategy focused on strengthening our brands - Shelter City, Welkom Hier and Haagse Huiskamer - all the while maintaining a strong Justice and Peace corporate presence. We aimed at perpetuating our strong reputation as an engaged and professional human rights organisation with effective projects and networks on the grassroots level, both in the Netherlands and worldwide.

To ensure effective promotion, we **segmented our content through brands and corporate channels.** We encouraged and assisted our partners in the publicity of the brands. Meanwhile, our corporate communication continued to profile our identity and core message as well as the contributions of the brands to our stakeholders.

We implemented this strategy through the **launch of a new JP website and tagline, 'Empowering change makers',** awareness raising and fundraising public events and (online) campaigns. We **fine-tuned our story telling 'Change Maker stories'** on our corporate channels, started new channels, like the JP Instagram page and the Bike Challenge Facebook page, and **developed our vibrant, involving, optimistic tone of voice** that fits both the JP identity and the brands' identities. Through our communications and events we reached out to international human rights defenders, entrepreneurs and refugees in the Hague for Haagse Huiskamer, organisations and politicians operating in the field of human rights and migration, individual donors and the Dutch public.

Team and management

In 2018 the Communications Team expanded structurally with a junior communications officer who's focusing on social media and Shelter City. Furthermore the team was supported by several interns and volunteers. 5 internship positions dedicated to communication, events management and ECI campaign, 2 interns and a volunteer focusing on project management and communication of Haagse Huiskamer and Welkom Hier. To carry out the change maker stories a team of 4 volunteer journalists was added to the team. Also 2 volunteer translators joined the team.

Events and campaigns

In 2018, **Justice and Peace organised or co-organised a total of 60 events**, with an attendance of approximately **8658 visitors.** These included events organised on behalf of our initiatives, and also for corporate Justice and Peace. Bigger events included the **Martin Luther King Lezing, Welkom Hier Rotterdam, Haagse Huiskamer network events, the Shelter City Bike Challenge, the first edition of JUSTdish, two Shelter City Photo exhibitions in Groningen and Deventer, the 50 Years Justice and Peace Storytelling dinner, and the My Human Rights Hero exhibition.**

Alongside events, Justice and Peace also **coordinated awareness raising campaigns** on social media, including communications on Martin Luther King prior to the Martin Luther King Lezing in April 2018, a week dedicated to spreading awareness about the rights of refugees during Refugee Week in June 2018, communications in celebration of the 50th anniversary of Justice and Peace, the My Human Rights Hero exhibition and 70 years Universal Declaration of Human Rights, and the European Citizen's Initiative 'We are a Welcoming Europe'.

Fundraising

In 2018, the Communications team and fundraising officer began collaborating to strengthen donor engagement and assist in the diversification of our financial sources through individual or repeating donations. Since incorporating a fundraising strategy into Justice and Peace Communications, we have **actively begun donor follow-up** (for example with thank you emails via MailChimp following donations), reporting, and by the end of 2018, starting to share results and impacts in our online communications, on social media and through our JP E-Newsletters. Justice and Peace also began the **further development of E-Newsletters** in the second half of 2018, with the use of activating newsletters on specific events or days, and the development of a monthly newsletter that will start in January 2019. Each E-newsletter incorporates a call to action, the ability for our audience to take action, a Donation and Events button, and follow Social Media buttons. The new Justice and Peace website also includes a **clear Donation button**, easier donation flow, and a section on what your donation will be used for. In 2019, more attention will be paid to making the donation form even more user friendly and visually attractive. In December 2018, Justice and Peace sent out an end of the year Holiday Season paper newsletter, and will continue sending two paper newsletters per year, with an attached donation request form. In the same format as the E-Newsletters, the paper newsletter will show our results, impact, and photos from events hosted throughout the year.

Throughout 2018, Justice and Peace used the PIF fundraising platform for Justice and Peace, Shelter City, and the Shelter City Bike Challenge. The platform has reached a total of 605 donations since using PIF. In 2019, the fundraising platform Kentaa will be used for Ride for Rights 2019. Justice and Peace will continue using Mollie for donations.

In 2019, the Communications team will continue to make fundraising a key component with a structured strategy and clear goals. This includes implementing Donor of the Month (organisational or private donors), securing Justice and Peace ambassadors, and actively showcasing the results of our work. Justice and Peace will also host another public fundraiser for Shelter City, and begin researching into fundraising for the new initiative, Samen Hier.

Shelter City Bike Challenge 2018

In **May 2018, the first public fundraiser (SCBC - Shelter City Bike Challenge) was held**. The SCBC proved a success in terms of mobilising the partners in the Shelter Cities, which were involved by organising welcoming events, cyclists, and through donations, strengthening the Dutch Shelter City Network, increasing outreach about the initiative to more people in the Netherlands, and raising money for the Resilience Training of human rights defenders in the programme. In total, **over 400 people donated** to the fundraiser. The use of the hashtag, **'#Ride4Rights'**, on the online channels worked well in the communications. The organisation of the event was carried out by the Junior Communications Officer and an event management intern.

With this success, the Communications team began the organisation for the second edition of the bike challenge, called Ride for Rights, which will take place on 18 May, 2019, with the goal to involve 100 cyclists and raise 35,000 euros for the Shelter City initiative. To promote this event, a new fundraising platform was created, with the company Kentaa, and social media pages including a Facebook and Instagram account. The event will work directly with six of the Dutch Shelter Cities (Den Haag, Tilburg, Nijmegen, Deventer, Utrecht, and Haarlem). Alongside fundraising, the goal is to spread awareness about the Shelter City initiative and the protection of human rights defenders.

Outreach results in numbers

Justice and Peace Netherlands Corporate channels

In 2018, we managed to continue the trend of **doubling our social media outreach** (Facebook, Instagram, LinkedIn and Twitter) from **4068** followers to **8758 followers**. Total reach for the Facebook pages was **234.383 views**. On average, we reached 784 users per day. The average post reach was between 763 and 1,040 users, depending on the type of post (posts with just a link or link preview get **763** on average, while posts with a photo reach **1,040** users on average). Average engagement rates lie somewhere between **7.3%** for posts with a link and **11.3%** for posts with a photo. We started using our JP corporate Instagram account more intensively and started a special Facebook page for the Bike Challenge participants, sponsors and other involved.

New corporate website

From October 2017 – June 2018, the Communications team worked on the development of a new JP corporate website. This meant most of our capacity and care was invested in the new website. The launch, mid-June introduced an **upgraded graphic identity, message and tone of voice that fits our current identity**, the way we work and our outreach ambitions in a better way. Due to the transition, it wasn't possible to record data from June 20th until July 25th. Nevertheless we see an increase of the amount of visitors compared to the year before.

Press

Outreach grew from 80 in 2017 to 90 in 2018.

Corporate

- 2018 06 „Regering uit zich niet neutraal over migratie” - Kerk & religie - RD.nl
- 2018 06 AD Haagsche Courant Maaïke Graaff
- 2018 06 Bijlage Trouw 'Allemaal Wij' (Samen Hier)
- 2018 06 Nutsflits Juni 2018 - Justice and Peace + Bike Challenge
- 2018 09 Den Haag Centraal - Eten we straks alleen nog maar zoute aardbeien
- 2018 10 Designcollectief We Are zet op Dutch Design Week in op niets minder dan wereldvrede _ De Volkskrant
- 2018 10 Foundation We Are - Dutch Design Daily
- 2018 10 Foundation We Are_ DDW hidden gem #1 - Innovation Origins
- 2018 10 Foundation We Are_ Parelje #1 van DDW - Innovation Origins
- 2018 10 My Human Rights Hero - Het Nutshuis
- 2018 10 Tips van designers_ Horecaconcept en Human Rights - NU.nl
- 2018 11 Burgerinitiatief_ doe-het-zelf politiek_ - OneWorld
- 2018 11 Hart van Nederland Allerzielenherdenking 2018 - 4 november 2018 - Late Editie
- 2018 12 Bilal (14) vlogt over kinderrechten_ _Ik hoop dat mensen elkaar beter leren begrijpen en accepteren_ - FunX.nl
- 2018 12 Woonz website Dagje uit_ expositie 70 jaar mensenrechten!

Shelter City

- 2018 02 Proef Shelter City Zwolle mislukt, Somaliër gaat er vandoor (Zwollenu.nl)
- 2018 02 Several articles in Costa Rican media about Shelter City San José
- 2018 03 Tilburg.com 14e Tilburgse Scholierencompetitie op Avans (medewerking SC gast)
- 2018 03 Omroep Zeeland LHTB activiste 3 maanden in Shelter City Middelburg
- 2018 03 Nu.nl MRV'er Diana krijgt onderdak in Middelburg
- 2018 03 Down to Earth magazine Shelter City schuilplaats Nederland voor bedreigde activisten
- 2018 04 de Stentor newspaper SC Deventer
- 2018 04 VNG website SC Deventer
- 2018 04 Nieuws Overijssel.nl SC Deventer
- 2018 04 Saxion website SC Deventer
- 2018 05 Human Rights Café met Francis Sakwa _ Peace Brigades International
- 2018 05 Nigeriaanse mensenrechtenverdediger geeft lezing in Zwolle _ NieuwsOverijssel.nl
- 2018 05 Two Dutch calls for human rights defenders in need _ Hans Thoolen on Human Rights Defenders
- 2018 06 Costa Rica_ Unterschlupf für Menschenrechtler – ZDFmediathek
- 2018 06 MU _ We Are Human Rights, www.mu.nl
- 2018 09 Arjen Kapteijns deelt successen Shelter City in Georgië _ Den Haag

- 2018 10 Deventer Post - Opening Tentoonstelling Shelter City Deventer_ portretten van mensenrechtenverdedigers
- 2018 10 Hedendaagse strijders voor recht te zien in Etty Hillesum Centrum _ Deventer _ destentor.nl
- 2018 10 Opening Shelter City in Etty Hillesum Centrum – DRTV
- 2018 11 Advocaat Asia Bibi wil dat Nederland gevluchte vrouw opvangt _ RTL Nieuws
- 2018 11 Advocaat van Pakistaanse Asia Bibi mag tijdelijk in Nederland blijven _ Buitenland _ AD.nl
- 2018 11 Blok_ Advocaat Asia Bibi krijgt tijdelijke opvang in Nederland - NU.nl
- 2018 11 Minister Stef Blok schiet advocaat Bibi te hulp - Nederlands Dagblad
- 2018 11 Ministerie biedt advocaat Asia Bibi opvang _ Binnenland _ Telegraaf.nl
- 2018 11 Nederland biedt advocaat Bibi tijdelijke opvang _ NOS
- 2018 11 Nederland geeft advocaat Asia Bibi een paar maanden onderdak _ RTL Nieuws
- 2018 11 Pakistaanse advocaat van Asia Bibi eist onderdak in Nederland _ Politiek _ AD.nl
- 2018 11 'Vang Pakistaanse Asia Bibi op in Nederland' _ NOS
- 2018 12 'In search of judicial independence' – op-ed in Kathmandu Post by Shelter City Fellow
- 2018 12 Colombiaanse Claudia dook drie maanden onder in Nederland _ Binnenland _ AD.nl
- 2018 12 Kan de nieuwe Mexicaanse president het land wel verzoenen_ - NRC
- 2018 12 Mary vraagt zich elke dag af_ Met of zonder kogelvrij vest vandaag_ _ Nijmegen _ gelderlander.nl
- 2018 12 Shelter City_ op adem komen in vrijhaven Amsterdam - Amsterdam – PAROOL

Shelter City Bike Challenge

- 2018 05 Bike Challenge Shelter City - Gemeente Middelburg
- 2018 05 De Posthoorn (Centrum) - Op de fiets voor de mensenrechten
- 2018 05 Human Rights Café met Francis Sakwa _ Peace Brigades International
- 2018 05 Laatste nieuws_ Shelter City Bike Challenge, Nijmeegse Stadstekenaar en Oyo – International Music Meeting Festival
- 2018 05 Maastricht vanmiddag laatste van elf haltes Bike Challenge S... - De Limburger
- 2018 05 Na pech onderweg toch een mooie finish voor deelnemers Shelt... - De Limburger
- 2018 05 Race tussen Shelter City's voor geld _ Deventer _ destentor.nl
- 2018 05 Shelter City Bike Challenge – DRTV
- 2018 05 Shelter City Bike Challenge 2018 - The Hague Online
- 2018 05 Shelter City Bike Challenge 2018 Scheveninger Courant
- 2018 05 Radiofragment Broodje Bral Shelter City Omroep West
- 2018 05 Gister werden de fietsers van de shelter city... - Deventer radio en televisie
- 2018 06 Nutsflits Juni 2018 - Justice and Peace + Bike Challenge
- 2018 07 Van de bergen van Eritrea naar uitkomen voor Nederland in de Giro - Bezuidenhout.nl

Welkom Hier

- 2018 01 VluchtelingenWerk Nederland_Welkom Hier Festival, doen we samen! _ Zuidwest-Nederland _ VluchtelingenWerk Nederland
- 2018 01 CUSG Rotterdam_Column_ 'Welkom hier' of 'Genoeg is genoeg'
- 2018 01 Dagblad 010_Theater Zuidplein organiseert festival voor vluchtelingen
- 2018 01 GroenLinks Rotterdam_Welkom Hier Festival _ Rotterdam
- 2018 01 Open Rotterdam_Voor - en tegenstanders van de PVV laten zich horen
- 2018 01 VVV Tourist Information_Welkom Hier Festival _ Rotterdam Info
- 2018 01 AD_Vluchtelingen krijgen warm welkom in de stad
- 2018 01 De Havenloods_Drukte tijdens Welkom Hier Rotterdam in Theater Zuidplein
- 2018 01 Rotterdam Vandaag & Morgen_1000 oude en nieuwe Rotterdammers - Rotterdam Vandaag & Morgen
- 2018 01 ADHRRF_鹿特丹音乐节为难民传递温暖 (Chinese website/organization in Rotterdam)
- 2018 01 SP Rotterdam_Meer dan 1000 mensen op Welkom Hier-festival
- 2018 03 Omroep Ede Welkom Hier festival op 7 april in Cultura
- 2018 03 Ede Stad Welkom Hier festival Ede
- 2018 04 AD newspaper Welkom Hier portraits by Daniella
- 2018 04 Omroep Ede Welkom Hier Ede
- 2018 04 Vluchtelingenwerk Oost Nederland Welkom Hier Ede

- 2018 05 Welkom Hier festival Ede groot succes _ Oost-Nederland _ VluchtelingenWerk Nederland

Haagse Huiskamer

- 2018 01 Den Haag Centraal (online), Vluchtelingen aan de bak in Haagse Huiskamer
- 2018 01 Editie 070_Eritreeërs zijn hele harde werkers
- 2018 09 Den Haag FM - Zingend de taal leren

Samen Hier

- 2018 12 'Hopelijk worden de Nederlanders en nieuwkomer vrienden' _ Oranje Fonds brengt ons bij elkaar

Martin Luther King lezing

- 2018 03 21 Den Haag FM MLK lezing
- 2018 03 MLK Interview Trouw Don Ceder
- Anti-Zwarte Piet-activist Afriyie spreekt op Haagse Hogeschool _ Den Haag _ AD.nl
- Den Haag FM » Jörgen Raymann verzorgt Martin Luther King Lezing in Haagse Hogeschool
- Den Haag FM » Volle bak bij lezing en debat over Martin Luther King Jr. in Haagse Hogeschool
- Don Ceder over lezing over Martin Luther King. Jr. - Spraakmakers - NPO Radio 1
- Jörgen Raymann bepleit broederschap - RTL Nieuws

YouTube

2018 02 [Shelter City Network for Human Rights Defenders \(133 views\)](#)

2018 03 [Haagse Huiskamer Lab - Haagse Eritreeërs \(154 views\)](#)

2018 03 [Haagse Huiskamer Lab - Haagse Eritreeërs \(2\) \(124 views\)](#)

2018 03 [Shelter City Bike Challenge May 2018 - Riding for Human Rights Defenders \(84 views\)](#)

2018 04 [Welkom Hier Ede Aftermovie \(273 views\)](#)

2018 05 [Martin Luther King Lecture 2018 \(38 views\)](#)

[2018 09 Den Haag TV: Nieuwkomers koor 'Het Nieuwe Geluid' \(193 views\)](#)

[2018 12 We are a Welcoming Europe - Video Campagne \(220 views\)](#)

Tutorials for Human Rights Defenders

2018 01 [How to Lock Your Session In Windows 10 \(256 views\)](#)

2018 01 [LastPass: Manage Passwords Across Devices \(127 views\)](#)

2018 01 [Activate Multi-Factor Authentication For Gmail \(93 views\)](#)

2018 01 [Activate Two-Factor Authentication For Twitter and Facebook \(71 views\)](#)

2018 02 [Safely Manage Your Social Media Accounts \(38 views\)](#)

2018 02 [How to Use LastPass to Share Passwords with Teammates \(62 views\)](#)

2018 02 [Change Your KeePass Master Password \(823 views\)](#)

2018 02 [Manage Contributors in WordPress \(58 views\)](#)

2018 02 [16 Basic Qigong Exercises with Leo Mosselman \(437 views\)](#)

2018 02 [BodyWork - Body Massage with Leo Mosselman \(76 views\)](#)

2018 05 [Use OpenVPN in Windows \(46 views\)](#)

2018 05 [Encrypt Mail With Thunderbird \(Windows\) \(749 views\)](#)

2018 06 [Tor: Browser the Internet Anonymously \(56 views\)](#)

2018 07 [Jitsi Meet, a Secure Skype Alternative \(378 views\)](#)

MLK LEZING

SHELTER CITY NETWORK
FOR HUMAN RIGHTS DEFENDERS

JUSTdish Storytelling Dinner With Human Rights Defenders
3 October 2018
18.00 - 21.00
€12,50
Het Nutshuis

LET US HELP!
HELP MEE! ONDERTEKEN DE PETITIE

MOGEN WE MENSEN-RECHTEN WEGSTEMMEN?
OF ZIJN BEPAALDE WETTEN EN REGELS NIET ONDERHANDEL BAAS, OMDAT ZE DE BASIS VAN ONZE DEMOCRATIE BEPALEN?

We Are Human Rights, a collaboration between designers and human rights defenders.

#RIDE4 RIGHTS

JUSTICE & PEACE EMPOWERING CHANGE MAKERS
50 YEARS 1968 & 2018

Wij willen een #WelcomingEurope LAAT ONS HELPEN!
Solidariteit Wellevheid Berechtigheid
Teken de petitie
www.wearewelcomingeurope.eu

Wie, wat en waar je ook bent

INTERNATIONAL SHELTER CITY WORKSHOP
Welcome to the
Yemen, Documenting History for a Righteous Future
CHANGE Makers

SAMEN / HIER

Lest we forget

Public commemoration for refugees who passed away on their way to Europe



All Souls' Day Commemoration
4th of November 2018
15.00 - 16.30
Hofvijver The Hague
(Crossing Buitenhof, Lange Vijverberg)



FOR RESILIENT DEFENDERS

SHELTER CITY.



'ALLEEN VROUWEN'
BIJeenkomst voor
Vrouwelijke Statushouders

7 MEI 2018
13.30 - 18.00 UUR

JULIANA PLAZA
SCHALK BURGERSTRAAT 217,
2572 TV DEN HAAG

LET OP! AANMELDEN IS NODIG
DE AANMELDE



MANUAL ON SECURITY AND ADVOCACY
2018

JUSTICE & PEACE.
EMPOWERING CHANGE MAKERS



FESTIVAL ROTTERDAM
ZATERDAG 20 JANUARI
14.00 - 22.00 UUR
THEATER ZUIDPLEIN
ZUIDPLEIN 60-64
ROTTERDAM



EXHIBITION
SHELTER CITY GRONINGEN
PORTRAITS OF HUMAN RIGHTS DEFENDERS
PHOTOGRAPHER: DANIELLA VAN BERGEN

31 MAY - 30 JUNE 2018
UNIVERSITY COLLEGE GRONINGEN
HARMONY BUILDING

JUSTICE & PEACE.

