

JUSTICE & PEACE.®

## Annual Report 2019

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EMPOWERING  
**CHANGE**  
MAKERS

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BY JUSTICE & PEACE

*"Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has."*

- Margaret Mead

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# 1. Introduction

## 1.A Foreword

For over fifty years Justice and Peace has been dedicated to develop new ideas and practical ways to put human rights into practice and to empower those who are implementing human rights. Abroad, but more and more also locally on the city level of our own country, we have been active in our two programmes Human Rights Defenders & Security and Migration & Human Rights. Justice and Peace is known for its innovative programmes and initiatives on the local level. More and more partners and participants are joining our initiatives and more and more supporters are joining our public events and follow us in what we try to achieve. Our ambitions were to expand our programmes significantly and we are proud to communicate that most of the challenges we have set ourselves have been met.

### *What have we achieved, you may ask?*

An increasing number of human rights defenders is eager and able to make use of the Shelter City network. Rotterdam welcomed its first guest in 2019. All in all, 26 human rights defenders were hosted in eleven Dutch Shelter Cities. They received trainings, got a chance to rest and respite, had different networking opportunities and took part in awareness-raising during their stay. The international Shelter City network expanded, as Batumi (Georgia) and Cotonou (Benin) joined as Shelter Cities.

In 2019, the National Postcode Lottery presented Justice and Peace with a one million dollar, multi-annual donation to empower human rights defenders at risk. Their contribution comes at a crucial moment, as the need to protect and support human rights defenders across the globe remains as acute as ever. Other donors, such as the National Endowment for Democracy and the Ministry of Foreign Affairs renewed funding in support of this programme, enabling Justice and Peace to continue and expand its work for human rights defenders.

Our work on migration was further materialised in 2019 through the pilot 'Samen Hier'. Four cities participated in the pilot and a total of 44 Welcomer Groups of five Dutch citizens were matched to refugee (families). As the Welkom Hier and Haagse Huiskamer projects were finalized, the focus on Samen Hier allows Justice and Peace to make community sponsorship a success in the Netherlands.

Justice and Peace further increased its visibility in 2019. Two national media coverages of our Shelter City programme, a successful second edition of the public fundraising event 'Ride for Rights' and active participation in over fifty events, including exhibitions, public events, festivals, lectures, workshops, connected our work to a large general audience.

The dedicated team of Justice and Peace works tirelessly to promote and advance human rights through empowering change makers. With the support of a committed board and advisory committee and many partners and volunteers, we will continue and expand this work further in the coming years.

Sebastiaan van der Zwaan, Director  
Anne van Eijndhoven, Head of Programmes

## 1.B Organisational analysis



**Organisation:** The annual internal and external (ISO) audit on quality management was improved this year, leading to further insights into creating a more professional organisation. As a result, we have been actively testing a new CRM system, but unfortunately had to conclude the system was not suited for our organisation. We will continue our efforts on this subject in 2020, and hope to introduce a new CRM system towards the end of 2020.

**Staff:** In 2019, several staff members pursued exciting career opportunities outside of Justice and Peace, which led to recruitment of new staff members. As not all vacancies were immediately filled, the workload, particularly at the end of 2019, was very high for the remaining staff. This prompted renewed prioritization and focus in our work. The balance will be restored early 2020, as all outstanding vacancies will then be filled in.

As our financial officer intends to go on early retirement in next few years, we recruited a new financial officer who will gradually increase his working hours over time. This investment allows for a smooth handover and optimisation of procedures (including the accountancy system and the new (possibly internally developed CRM system). The new financial officer will start his work in 2020.

**Financial management and fundraising:** In 2019 we have been continuing our work and further developing insight into our fundraising efforts, specifically the ration between time investments, results of our short term strategies and development of fundraising contacts. Our strategies for improving our effectiveness and choosing the strategies that are most effective have been a recurring theme in the discussions in our team and board meetings. 2019 is the first year we have been also developing a first version of a multi-annual fundraising strategy, to be adapted and improved in the coming years.

**Communication:** Outreach of Justice and Peace continued to increase in 2019 through our and other's communication channels, campaigns and events. The number of website visitors in particular increased significantly this year. Two national television broadcasts on Shelter City reached over a million viewers. A Justice and Peace brand book was created and shared with current and new staff to ensure the team is aligned and can assist in bringing the 'Justice and Peace' brand to life.

**Security – risk management:** Justice and Peace continued its focus on security by bringing the subject to staff members' attention on a regular basis and giving instructions on topics such as online privacy and protection against phishing attacks. Both desktops and laptops were updated with safety measures. Digital security was a recurring item on team meeting agendas.

## 2. Human Rights Defenders & Security Programme

At Justice and Peace, we believe that the most effective way to promote universal human rights globally is through the support and protection of local and grassroots human rights defenders. Through Shelter City, and together with 14 Dutch and international cities, we offer human rights defenders at risk a three-month temporary stay in one of the Shelter Cities, so that they can continue their work safely and effectively in the long term.

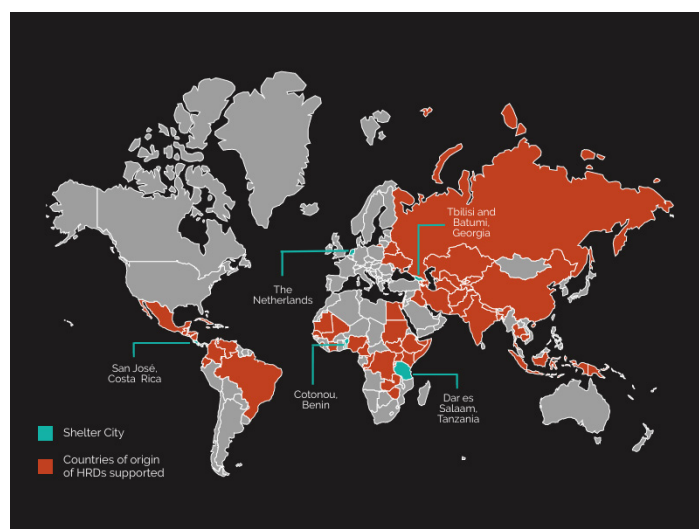
### 2.A Shelter City

**SHELTER  
CITY®**

POWERED BY  JUSTICE AND PEACE  
FOR HUMAN RIGHTS DEFENDERS

In 2019, Justice and Peace invited a total of 26 human rights defenders (HRDs) to eleven Dutch Shelter Cities<sup>1</sup>. An HRD from India was hosted in Middelburg; an HRD from Brazil and another from Egypt were hosted in Groningen; another HRD from India, one from Indonesia and one from Ukraine were hosted in Rotterdam; an HRD from

the Democratic Republic of Congo and one from China were hosted in The Hague; an HRD from Nicaragua, one from Pakistan and one from Kyrgyzstan were hosted in Utrecht; an HRD from Nepal was hosted in Tilburg; an HRD from Zambia, one from Iran and one from Georgia were hosted in Amsterdam; an HRD from Zimbabwe and one from Uganda were hosted in Nijmegen; an HRD from Colombia and one from Mexico in Haarlem; an HRD from Kenya and another from Cambodia were hosted in Maastricht and an HRD from South Sudan was hosted in Deventer. One HRD from Colombia, one from Venezuela and one from Afghanistan were relocated in The Hague through our emergency relocation grant. An HRD from India participated in our HRD fellowship programme with the T.M.C. Asser Institute.



In 2019, Rotterdam officially joined the Shelter City network as the twelfth city. They successfully hosted three Shelter City guests. The involvement of local partners and volunteers is crucial to Shelter City. They contribute to the practical aspects of the stay of the HRDs, their social support and wellbeing, and the organization of local events to raise awareness for human rights issues. Every year more volunteers join the Shelter City network and actively engage with HRDs, which results in a long-lasting support network.

1. In 2019, Zwolle did not host an HRD. The city was scheduled to host their next guest in spring 2020, which was postponed due to the measures taken against spreading COVID-19.

## Four objectives

Similarly to previous years, Justice and Peace and the Shelter Cities organized activities along four objectives:

- (a) **Rest and respite:** adequate psychological support remained important for the hosted HRDs. Justice and Peace organised group sessions and Tai chi sessions and, in collaboration with the local partners, offered the Shelter City guests the possibility to have individual sessions and alternative therapies, such as acupuncture and massages. In addition, HRDs had the possibility to engage in other activities, such as yoga or self-defence trainings.
- (b) **Networking:** as in past years, HRDs strengthened their professional network through meetings with NGOs, politicians, and other stakeholders. They were also able to meet each other on several occasions, share experiences and they created a mutual support network, which remained active after their departure. Shelter Cities also paid a lot of attention to the social aspect of the HRDs' stay, meaning that they created a social network of volunteers around the HRDs.
- (c) **Training:** for the first time, the trainings took place throughout three different blocks. The trainings focused on holistic security and advocacy. In addition, Justice and Peace organized individual security sessions with the HRDs who were not able to attend the training week and offered personal security intakes and support (see 2A).
- (d) **Awareness-raising:** the Shelter Cities organized a broad range of activities with students and the general public at the local level. The project received attention in both local and national media and on social media. Most notably, the Dutch television program KRO Kruispunt broadcasted a 30-minute documentary about the project in September<sup>1</sup>, and on December 10th (International Human Rights Day) another Dutch program (EenVandaag) broadcasted an item on Shelter City<sup>2</sup>. In The Hague, efforts to reach high school and university students have been successful. Justice and Peace is currently developing a more structural education format (the Shelter City School,) to significantly increase the number of students that we can reach across the Netherlands.



Video of the Shelter City International Workshop in The Hague ([link](#))

## Building and expanding the international network of Shelter Cities

**International Shelter City Workshop:** To develop the options for regional relocation and international support for HRDs, Justice and Peace continued to actively promote the creation of international shelters and other types of support to HRDs at risk. From 7-9 October 2019, we organised the International Shelter City Workshop (ISCW) at 'Het Nutshuis' in The Hague. During this workshop we discussed in more detail our methodology, approach, common challenges and solutions, and reflected on how to

<sup>1</sup> <https://www.kro-ncrv.nl/programmas/kruispunt/seizoenen/seizoen-2019/schouderaanshouder-kn1709709>

<sup>2</sup> <https://eenvandaag.avrotros.nl/item/mensenrechtenactivist-jose-strijdt-tegen-drugsbendes-in-mexico-en-komt-in-nederland-op-adem/>

improve the operation of the Shelter City network. A total of 38 representatives from the Dutch and international Shelter City Network (excluding JP staff) attended the ISCW.

**Padua, Italy:** Representatives of the city of Padua, Italy, joined the ISCW on behalf of our Italian partner network In Difesa Di. Currently they are conducting a study on temporary relocation programmes, which is needed to increase support for these programmes in Italy.

**Kathmandu, Nepal:** From 28 March to 4 April 2019, Justice and Peace visited Nepal to map the possibilities for Shelter City in Nepal. After submitting a draft concept note this summer, clearly outlining the plans for a pilot project in Kathmandu in 2020, we invited two representatives from our identified partner organisation in Nepal to attend the International Shelter City Workshop (ISCW). Following the ISCW, they planned a stakeholders meeting in Kathmandu to finalize the concept note and approach identified donors. Once a starting date for the pilot project has been determined, Justice and Peace plans to organise a capacity building support mission for the local partner.

**Batumi, Georgia:** On 15 May 2019, a Memorandum of Understanding was signed by the Human Rights Committee of the Supreme Council of the Autonomous Republic of Adjara (Georgia) pledging to work together on the creation of a safe and favourable environment for human rights defenders from Central Asia, Belarus, Russia and some parts of the Ukraine. As a result, Batumi joins Tbilisi as the second city in Georgia to offer protection to HRDs.

**Benin:** In 2019 our local partner in Tanzania started a pilot relocation programme in Benin, hosting fifteen French speaking HRDs from the region.

**York, United Kingdom:** Justice and Peace visited York in November 2019 to continue discussions with the Centre for Applied Human Rights (CAHR) and the municipality of York. Both the CAHR and the municipality will decide in the coming months whether they will become a Shelter City, after which an MOU will be signed between Justice and Peace and the CAHR.

**Germany:** From 11-13 December 2019 Justice and Peace visited the city of Cologne to attend the Living Diversity, Reducing Inequalities – Human Rights in the City International Practice Workshop 2019. Several representatives of German municipalities and CSOs attended and expressed their interest in Shelter City. On the 21st of April 2020, our local partner organisation in Heidelberg is planning to organise a public event to raise awareness about Shelter City and gather support amongst stakeholders, after a consultation meeting they organised with local organisations in 2019. Justice and Peace is in close contact with both the German Martin Roth Initiative and the Dutch embassy in Berlin on the expansion of Shelter City to Germany.

**Kenya:** In March 2019, the Dutch embassy in Nairobi, Kenya, organized a reception with the 2019 Kenyan Shelter City guest and six former Shelter City guests from the country. The meeting was hosted by the Ambassador, representatives of international NGOs and the National Coalition of Human Rights Defenders. The objective was to improve engagement with this group of HRDs, to keep abreast of their work after return to Kenya and discuss the impact their participation in the Shelter City program has had.



Holistic training for HRDs

## 2.B Resilience Initiative

In 2019, we further developed our training programme for the human rights defenders in relocation to increase their resilience.

Training of Shelter City guests: Twenty Shelter City guests participated in holistic security trainings in both rounds. Trainings focused on digital, physical security and psycho-social wellbeing and selfcare as interconnected elements of security as well as sessions on advocacy and policy influencing as an important element in a defenders' overall protection plan. The latter included a visit to the International Criminal Court.

In both rounds, three trainings were conducted, spread out over the course of two months, lasting a total of 10 days (digital and physical security: 5,5 days, policy influencing: 2 days, wellbeing/selfcare/bodywork: 2,5 days). This enabled participants to practice new tools and reflect on the newly acquired knowledge and additional needs and questions they may have had in between these trainings.

Three in-house trainers provided sessions on digital and physical security and four external trainers conducted advocacy and policy influencing, wellbeing/selfcare/bodywork and security management.

In the second round, we also invited speakers from important HRD support mechanisms (Hivos Digital Defenders Partnership and Protect Defenders EU) to present their programmes and what they can do for HRDs facing security challenges.

Extracurricular activities were added to the training programme to amplify the HRDs' network:

- In May, ten participants attended a networking event at Number 5 Foundation, where they met with Princess Laurentien of the Netherlands and more than twenty NGOs and representatives of the private sector, to discuss social change.
- In May, ten participants attended the International Cities Of Refuge Network's (ICORN) annual network meeting, dedicated this year to the topic: *At Home, Everywhere*. It gathered over 300 writers, artists, activists, city representatives, sister networks and experts from around the world to discuss the role of cities and communities in supporting writers, journalists and artists, so they can continue to raise awareness globally and be change actors for democratic values and freedom of expression. Our guests attended workshops on well-being for HRDs, campaigning for freedom of expression and digital security. In addition, this event contributed to their network expansion.
- In October, ten participants attended the International Shelter City Workshop 2019 reception at the city hall of The Hague, where they met with Bahia Tahzib-Lie, the Dutch Human Rights Ambassador, and Wim Jansen, Director for International Affairs at the municipality of The Hague.

## External trainings

In 2019, JP continued to share its training expertise with its network.

- On 18 February, Justice and Peace trained a delegation from the RVO Visitors Programme on digital security. This delegation consisted of six HRDs from Ukraine, Georgia, Afghanistan, Myanmar and Iraq.
- On 30 May, Justice and Peace delivered two trainings at the international meeting of ICORN in Rotterdam. These trainings focused on digital security and security planning and reached a large number of ICORN's partners and NGOs (forty persons).
- On 11 December, Justice and Peace delivered a one day training in risk assessment and safe communications to seventeen Colombian HRDs, representatives of organisations and families of missing persons, invited by the International Commission of Missing persons.

## 2.C Shelter and Resilience for HRDs from the OSCE region

Three of the 26 HRDs who were relocated in 2019, were from the OSCE region, namely from Georgia, Ukraine and Kyrgyzstan. The exchanges with the Centre for Participation and Development/Truth Hounds, who coordinate Shelter City Tbilisi, were plentiful during 2019 through our system of referrals.

As part of this collaboration, in February, the director of Justice and Peace and one of our trainers conducted a four day mission to Shelter City Tbilisi, Georgia, to deliver an advocacy training (one day) and a digital security training (two days), to both staff members and HRDs. Our director also attended the annual Shelter City board meeting in Tbilisi to discuss strategic developments.

## 2.D Research

Justice and Peace participated in the advisory board for a research project led by the Centre of Applied Human rights of the University of York. This research project explored the ways in which human rights defenders manage their mental and emotional wellbeing, and examined how relocation initiatives navigate the wellbeing of defenders. On June 17-19, together we organised a three day meeting in Barcelona on the well-being of human rights defenders in relocation programmes, gathering 40 experts from the mental health/well-being field, and from various relocation programmes to exchange views on the outcomes of the research project and share best practices.

As a result of that collaboration, together we published the '[Barcelona guidelines on wellbeing and international temporary relocation of HRDs](https://www.hrdhub.org/s/The-Barcelona-Guidelines-EN-Final.pdf)'<sup>1</sup>, which are available in five languages (English, Arabic, French, Russian, Spanish). The guidelines were widely disseminated in the human rights community during conferences and the initial reactions were very positive.

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<sup>1</sup> <https://www.hrdhub.org/s/The-Barcelona-Guidelines-EN-Final.pdf>

### 3. Migration & Human Rights Programme

Through its initiative Samen Hier, Justice and Peace works towards the development of a community-based intervention to improve and accelerate the integration of newcomers in the Netherlands, builds resilient and welcoming societies, and actively lobbies for safe pathways for refugees and migrants.



Samen Hier Welcome Group

#### 3.A Samen Hier



In the first quarter of 2019, the pilot Samen Hier was launched. Samen Hier provides a community-based approach in which groups of five Dutch people use their network, knowledge and time for a year to support a matched refugee (or matched refugee family) to rebuild their lives in Dutch society. Samen Hier has become the core project of Justice and Peace's Migration & Human Rights programme and aims to address:

- The struggles refugees face being uprooted and having to rebuild their lives in new societies with limited resources;
- The decreasing global responsibility sharing to protect refugees and the related absence of safe passage.

***Mobilising untapped resources of local solidarity with refugees:*** Over the past years, Justice and Peace witnessed a political crisis in which the willingness of European countries to provide access to protection decreased drastically, endangering refugees' pathways to protection. Worldwide, resettlement places became scarce, with the need for resettlement growing. At a local level, Justice and Peace still witnessed many acts of solidarity – citizens offering spaces for refugees and starting new initiatives to welcome refugees in their communities. To better utilise and mobilise those often untapped resources of local solidarity, Justice and Peace looked for best practices in other countries. Models of community sponsorship, like Canada's private sponsorship scheme or the Italian humanitarian corridors, became a source of inspiration to start Samen Hier.

**The potential of community sponsorship:** By developing a Dutch model of community sponsorship, Justice and Peace aims to contribute to a more humane refugee policy, both in terms of safe pathways as well as in terms of the opportunities refugees get to rebuild a meaningful life and find a durable solution in their host country. In the past few years, the advantages and potential of community sponsorship models have been widely researched and discussed by European organisations as MPI and ICMC<sup>1</sup>. Community sponsorship engages local communities directly in the protection of refugees, taking up specific roles and explicit responsibilities. The level of engagement and commitment sponsorship requires is said to improve social cohesion and to help refugees integrate more quickly. Moreover, community sponsorship models foster closer and new forms of collaboration between communities and their central and local government, help to reshape narratives on refugee protection and enhance the development of more welcoming refugee policies.

**A Dutch community sponsorship scheme:** With the implementation of Samen Hier, Justice and Peace has taken a first step towards the development of a community sponsorship scheme in The Netherlands. The objective is to build a network of partner organisations who will gain experience working with sponsor groups (short term) and who will join efforts to mobilise communities and to advocate for safe legal pathways (longer term).

**Set-up and monitoring of the pilot:** In 2019, Justice and Peace started the pilot to test an approach for the support of welcome groups, to be used by the wider Samen Hier network. In the development of this approach, Justice and Peace benefited from experiences of sponsorship programmes worldwide. Welcome groups of five play a pivotal role: groups of five Dutch citizens share their social and professional networks to support a refugee to settle and feel at home. They are supported by a cultural ambassador, a volunteer with bi-cultural background, who helps the groups and the refugees to overcome linguistic and cultural barriers. For the pilot, Justice and Peace partnered with a research team from the University of Toronto, that provided a matching methodology. Based on the characteristics and backgrounds of all participants (Dutch citizens and newcomers) status holders have been connected to particular Welcome Groups. Status holders are matched with Welcome Groups with, for example, the same interests or age; factors that could contribute to a successful match.

**Implementation in four cities:** In 2019, the pilot started in four cities in the Netherlands: Almere, Den Haag, Haarlem and Rotterdam. In all cities, local organisations and municipalities were involved in the design and start of the programme. Much time was invested in setting up the pilot and building new partnerships. Samen Hier was promoted through local partners, events, flyers and (online and offline) media items. A total of 44 Welcome Groups were recruited by the end of 2019. Demographics of the participants indicate that Samen Hier has succeeded to engage citizens who are not representative for the traditional, existing volunteer population in the Netherlands: 90% of all participants in Samen Hier is younger than 60, with 55% of the Welcome Group members in the age range of 20-40. In 50% of all Welcome Groups, none of the members had volunteered for refugees before. During 2019, 25 groups have been trained and seventeen groups were matched with a refugee (family), using the algorithm developed by the University of Toronto. The final groups will receive trainings and be matched in the beginning of 2020. Next to recruitment and matching, monitoring of groups has started. A new monitoring and evaluation framework and Theory of Change have been developed to collect data and keep track of results during 2020.

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<sup>1</sup> See for example the feasibility study as written by MPI and the European Commission (2018): <https://op.europa.eu/en/publication-detail/-/publication/1dbb0873-d349-11e8-9424-01aa75ed71a1>, MPI's 'Engaging communities in refugee protection' (2017): <https://www.migrationpolicy.org/research/engaging-communities-refugee-protection-potential-private-sponsorship-europe> or 'Volunteers and Sponsors' (2019): <https://www.migrationpolicy.org/research/volunteers-sponsors-refugee-integration>; ICMC's scoping paper (2017): (<https://www.icmc.net/sites/default/files/documents/scoping-paper-icmc-europe-2017.pdf>) or ICMC's 'Fostering community sponsorships in Europe' (2018):(<https://www.icmc.net/sites/default/files/documents/fostering-community-sponsorships-europe-en.pdf>).



Samen Hier animation video ([link](#))

### 3.B Welkom Hier



In the first half of 2019, Justice and Peace finalised the Welkom Hier programme by organising the last Welkom Hier festivals and events. In March we organized two Welkom Hier festivals in Groningen (21 March) and one event in Utrecht (28 March). Furthermore, we organised The Living Room Festival (23 March) and a national Welkom Hier meeting (27 March) with partners from all Welkom Hier cities in The Hague. The Living Room Festival proved to be a successful format for newcomers and oldcomers to meet each other. We will therefore continue using this format for future Samen Hier events. In addition, we have informed the large Welkom Hier network about Samen Hier.



Haagse Huiskamer Binnen! Festival

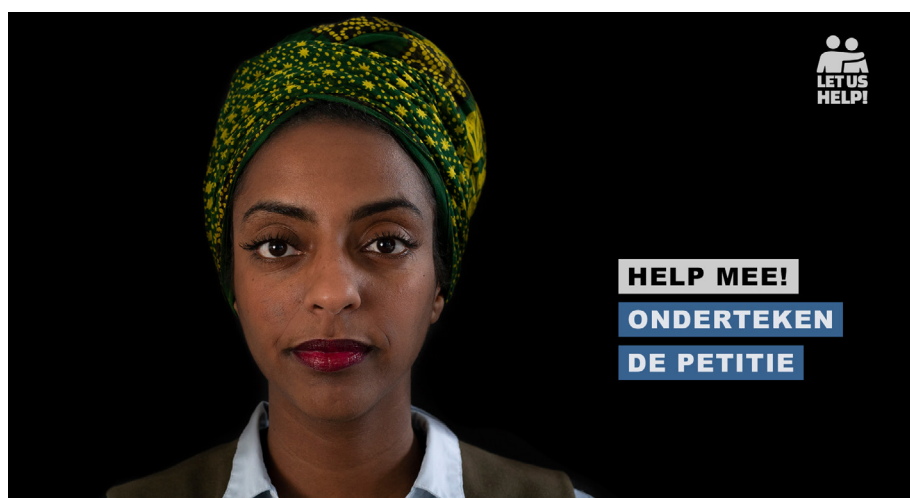
### 3.C Haagse Huiskamer



During the final months of the project period, Haagse Huiskamer strengthened the active participation of refugees in the network of the Haagse Huiskamer. The method by which the Haagse Huiskamer was able to answer to the needs and meet the demand was through organising meetings and events in which status holders and partners of the Haagse Huiskamer had the chance to meet, directly discuss the demand and examine the provided solutions. Justice and Peace discussed the future continuation of the Haagse Huiskamer platform with Mensen van Overal and VluchtelingenWerk Nederland, but decided to focus on strengthening the Samen Hier community.

### 3.D Kapitaal voor de toekomst

In the first half year of this project, Justice and Peace spoke with different educational organisations in The Hague about education possibilities for undocumented migrants. Meetings with – amongst others – ROC Mondriaan, Menskracht7, De Haagse Hogeschool, Universiteit Utrecht, TU Delft, TU Eindhoven, Leiden Universiteit, KABK, and local organizations like Taal aan Zee, Rode Kruis, Vadercentrum, Wereldhuis, VluchtelingenWerk, Leger des Heils and STEK resulted in a strong and open network, which shared their experiences, doubts and solutions to improve education possibilities for undocumented migrants. Justice and Peace also gave two workshops on education and rights at the Wereldhuis (seventy visitors) and at the Basic Rights Festival (ten visitors). In one year, Justice and Peace was able to match twenty people with an education, course or workshop matching their needs. On 26 September, Justice and Peace organised an evaluation meeting with all partners and donors to reflect on the project results and discuss future partnerships on the topic of education for undocumented migrants. Donors supported setting up a working group of involved partner organisations, with Stichting Okia as the leading coordinator. Justice and Peace shared all lessons learned during the project year with Stichting Okia, which has taken over the project from the 1st of October 2019 onwards.



*We are a welcoming Europe campaign video ([link](#))*

### 3.E Access to protection

The first half of 2019 marked the end of the European Citizens' Initiative (ECI) 'We are a welcoming Europe', in which Justice and Peace participated. Like most of the ECI's, the campaign failed to reach its target to collect one million signatures. The lack of success can be attributed to, amongst other things, the complexity of the asks, the limited familiarity of (Dutch) citizens with the ECI as an instrument, and similar campaigns running during the same period. To mobilise Dutch citizens for refugees' and migrants' rights in the (near future), Justice and Peace will prioritise the community-building and advocacy potential of its pilot Samen Hier, translating citizens' first-hand experiences with refugee reception into advocacy strategies.

## 4. Policy Influencing

In 2019 Justice and Peace continued its policy influencing efforts through several means:

- National and international networks;
- Direct lobby and outreach activities;
- Evidence-based policy influencing.

**Networks:** such as the Breed Mensenrechten Overleg (BMO) and Human Rights and Democracy Network (HRDN), allow Justice and Peace to gather information from the government of the Netherlands as well as the European Commission (EC). This not only supports our overall lobby efforts but also amplifies our ideas and opinions to a broad set of stakeholders. Furthermore, these networks are key when developing proposals for funding, as they are consulted by the Dutch government and the EC prior to each new funding round, allowing Justice and Peace to provide input.

**Direct lobby and outreach activities:** continue to take place on various levels, depending on the goals that we want to attain. For the Human Rights & Security Programme lobby and outreach takes place on the local, national and international level, while the outreach for Samen Hier focuses on the local and national level.

**Evidence-based policy influencing:** A third important aspect of Justice and Peace's approach in policy influencing is that we showcase our ideas and policy goals through the implementation of our projects. In this way we can attain evidence-based policy changes in practice. Because of this approach we are eagerly awaiting the first research outcomes of Samen Hier to accelerate the scale-up of the project and showcase that social networks speed up the integration of newcomers in The Netherlands.

### 4.A Human Rights Defenders & Security Programme

**Visa for HRDs:** A background document that explains the different legal options to introduce a specific visa for human rights defenders in the Netherlands has been developed and has been used in our outreach efforts. We primarily focused on the Dutch Parliament as they are most open to our ideas and suggestions. Because of our outreach activities, Justice and Peace was asked to develop a motion for a resolution that will call on the Dutch government to provide more visa flexibility for HRDs. The motion for a resolution will be introduced in Parliament in due course.

**Expanding Shelter City internationally:** The establishment of more shelters outside of the Netherlands and regionally is needed to meet the demands for relocation, but also to offer flexibility to HRDs who prefer to stay in the region, or who need to be relocated for a short period of time. We will continue to expand the Shelter City network in 2020, with a specific focus on Asia and Europe.

### 4.B Migration & Human Rights Programme

**Upscaling Samen Hier:** Outreach activities have taken place in several cities in the Netherlands to introduce them to Samen Hier. The city of Amsterdam seems to be the most interested in implementing the Samen Hier community sponsorship model. Justice and Peace has provided input for a proposal to the city council developed by D66 Amsterdam, which proposes to fund a project along the lines of Samen Hier.

**Promoting resettlement in the Netherlands:** Furthermore Justice and Peace remains active in several informal platforms that aim to promote resettlement in the Netherlands. The main platform is coordinated by the Centraal Orgaan opvang asielzoekers (Central Agency for the Reception of Asylum Seekers), through which Justice and Peace is actively involved in developing a resettlement programme in the Netherlands.

## 5. Communication

In 2019, Justice and Peace further implemented the corporate branding and story of the organisation in online and offline communications. External communications focused on showcasing the tagline 'Empowering Change Makers', through content that is hope based and also spreads awareness. With the different initiative brands and the importance of outreach and communication growing, the Communications team recruited more interns and volunteers, to support its activities. We were therefore able to do more outreach through events, online channels and the press and increase brand awareness, visibility and reliability of both Justice and Peace and our initiatives. Via our online channels we reached over 1,1 million people, while our events reached 6,361 people. Moreover, with 93 press and media items we reached a large local and national audience. Highlights of 2019 were the earlier mentioned KRO Kruispunt documentary and the EenVandaag news item about Shelter City on International Human Rights Day, which together reached over a million people.



NPO2 KRO Kruispunt documentary Shelter City video ([link](#))

### 5.A Branding and re-developing websites

**Brandbook:** A Justice and Peace brand book was created and shared with current and new staff to ensure the team is aligned and can assist in bringing the 'Justice and Peace' brand to life. We implemented our brand successfully via our online channels, with particular attention to Facebook and Instagram, realising a large growth, both in number of followers and engagement.

**Mother behind the brands:** More attention has also been paid to ensure that Justice and Peace is recognised as the coordinator and initiator of initiatives such as Shelter City and Samen Hier, with emphasis on the why and nature of the initiatives, the stakeholders and impact. Communication on the two programmes has also become more balanced and we showed the impact of our two programmes through storytelling, photography and video.

**Hope based communication:** Our strategy focuses on spreading awareness on human rights issues and showcasing the importance and impact of change makers by providing solutions and showing how things could be, rather than how they are. This hope based and more professional communication strategy that shows the work of Justice and Peace, the professionalism of the organisation and its impact has also proved successful in enhancing the confidence of donors and the public for our work. The development of Change Maker stories has also added to the branding of Justice and Peace.



Change Maker story: June from Thailand ([link](#))

**(Re)-branding Shelter City & Samen Hier:** The Communications team was involved in consulting and advising the international Shelter City network on the future profiling and branding of the network. As a result we will start a re-branding process and launch a new Shelter City website that is better aligned with the ambitions, impact and potential of the international Shelter City Network. In close cooperation with the Migration team we also developed the new brand, website and communication tools for Samen Hier.

## 5.B Public events and fundraiser

6350 event visitors: In 2019 Justice and Peace (co-)organised – and/or participated in over fifty events, including exhibitions, public events, festivals, lectures, workshops, a pub quiz, a nature walk and a dinner, reaching over 6.350 people in total. One third of these events were corporate events, 2/3 were organised under the flag of our Shelter City and Samen Hier brands.

**Ride for Rights:** In May 2019, Justice and Peace hosted its second public fundraiser, Ride for Rights. The fundraiser required a lot of manpower. In total 50 cyclists took part and raised 17.800 Euros. There is a shift amongst the general public towards supporting social enterprises, which is something Justice and Peace takes into consideration for future public fundraising.

**Outreach and cooperation in The Hague:** The Communications team contributed to the local Communications network meeting for NGOs in The Hague. In the second half of 2019, Justice and Peace contributed to the festivals The Hague International Open Day and the Night of Dictatorship, hosting public events together with other The Hague based organisations like the Netherlands Helsinki Committee, Prodemos and Hague Talks Youth.

## 5.C Press

Local, national and international press outreach: 2019 was a very successful year in terms of press outreach, with 93 press and media items on local and national channels. Highlights were a documentary on Shelter City by the Dutch (national) television program KRO Kruispunt in September<sup>1</sup> and an item about Shelter City on Human Rights Day by the Dutch (national) television program EenVandaag<sup>2</sup>. Together these items reached over a million people. [Read more](#).

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<sup>1</sup> <https://www.kro-ncrv.nl/programmas/kruispunt/seizoenen/seizoen-2019/schouderaanshouder-kn1ee709709>

<sup>2</sup> <https://eenvandaag.avrotros.nl/item/mensenrechtenactivist-jose-strijdt-tegen-drugsbendes-in-mexico-en-komt-in-nederland-op-adem/>

## 5.D Campaigns

Promotion campaigns Samen Hier: Together with the Samen Hier team a summer campaign was launched to mobilise Welcome Groups and newcomers to start the matching process. For this campaign we developed new flyers and other promotion materials and used social media advertising, local press releases, door-to-door flyering, meet-ups at local cafes and other venues, and the assistance of local ambassadors, to spread the word. In November and December another campaign was launched to establish the last Welcome Groups. This campaign, included an animation video and paid ads on Facebook and Instagram. The approaching deadline in combination with the video and paid ads resulted in a lot of new groups signing up for Samen Hier.

**Online thematic campaigns:** Several other thematic online campaigns were also created. Examples include the campaign for International Human Rights Day and the arrival of new Shelter City guests. These campaigns led to some peaks in visibility and engagement.

## 5.E Social Media

**Online channels resume:** Over a million people were reached through our online channels.

Website	Total number visitors:	% relating to 2018:	Mostly coming via:
Justice and Peace	57,410	+ 95.73%	Direct (30,3%) (Social: 21,1%; Facebook 77.34%)
Samen Hier	10,107	+ 100% (new website)	Direct (54.6%) (Social: 26.1%; Facebook 80.58%)
Shelter City	16,165	- 7.48%	Organic (53,6%) (Social: 7.3%; Facebook 94.26%)
Welkom Hier	1,878	- 48.41%	Organic (61.8%)
Haagse Huiskamer	4,139	- 25.74%	Direct (45,8%)
Total	87,726	+ 58.85%	

*Note: the website of Shelter City only gets more visitors when there is a new call for applications. In the other months around 800 sessions. Activities and outreach for Welkom Hier and Haagse Huiskamer stopped mid-2019.*

Social media channels	followers:	% relating to 2018	Reach:	% relating to 2018
Corporate	9,738	+48,4%	823,580	+31%
Samen Hier	893	-	102,026	-
Shelter City	1,682	+59%	98,068	+69,9%
Welkom Hier	1,122	+1,5%	4,594	-92,9%
Haagse Huiskamer	533	-	-	-
Total	13,942		1,024,748	

## 6. Fundraising and project development

The efforts of implementing the Fundraising and Communication Strategy of Justice and Peace continued in 2019 to achieve growth and sustainability of its two programmes. In 2019 the fundraising and communication teams worked side by side at various levels simultaneously to raise and maintain commitment from existing and new partners.

### 6.A Human Rights Defenders & Security Programme

30-35% increase: Following the revised SWOT analysis and fundraising strategy developed and approved in 2018, all efforts in 2019 focused on raising and maintaining commitment from existing and new donors in order to reach the 30-35% increase in income compared to 2017. Taking into account internal and external challenges, the plan was to reach this goal by the end of 2021 as part of the multi annual strategy. However, the growth in support for the Shelter City programme deriving from more efficient communication towards external audiences, including donors, allowed us to reach this goal by the end of 2019. During 2019, we did not only maintain the commitment of three existing donors, but we actually managed to increase the commitment and transfer it also to multiannual supports. Efforts in 2019 focused also on maintaining and acquiring new donors, where possible for multiannual support.

Public fundraising campaign: The crowdfunding campaign of the Human Rights Defenders & Security programme in 2019 combined with strategic communication contributed substantially on raising awareness for human rights defenders and the importance of their work. The financial contribution will be evaluated in 2020 as part of the evaluation of the fundraising strategy.

Human Rights Defenders Indicators Framework: Due to limited capacity of the fundraising team, we decided during 2019 to suspend large efforts towards current project development for the programme, namely the Human Rights Defenders Indicators Framework, and focus more efforts on stabilising the financial needs of the Migration and Human Rights programme.

### 6.B Migration & Human Rights Programme

Samen Hler: A fundraising strategy for the Migration & Human Rights Programme was developed and approved during the last quarter of 2019, taking into account the SWOT analysis developed earlier with the team. The strategy focuses on maintaining the commitment of donors that supported projects of the Migration & Human Rights programme in the past and acquire new support from national and European funds. During 2019, discussions already took place with existing donors of the Samen Hier project to maintain and increase their support and five applications were submitted to new donors. In 2019 the team started working towards the preparation of eight applications for national funds to be submitted in 2020. During the last quarter of 2019 the team sought contacts with more municipalities and other organisation in the EU to prepare the proposal for the AMIF call in 2020.

