

Campaigning

Peter Tatchell, Human rights campaigner

No campaign is quite the same as another. In each case, the issue, context and framing might change. But there are general principles that can help a campaign succeed – equally, there are things to avoid that can make a campaign fail.

I've campaigned on a wide variety of issues for more than 50 years: on LGBTI rights, the issue closest to my heart, but also for Aboriginal rights in Australia, for human rights in Russia, against apartheid, for a free East Timor and West Papua, against racism and fascist organisations in the UK, including the British National Party and the National Front, and on environmental issues and animal rights.

We've seen, over the last few years, a backlash against LGBTI rights in about 25 countries. Despite the overall positive global trend, countries such as Nigeria and Brunei have implemented new legislation that make it harder to campaign for LGBTI rights and, indeed, harder to be LGBTI at all. Chechnya has been engulfed by homophobic witch-hunts that have resulted in state-sanctioned torture and murder.

In Europe, too, things are regressing in some countries. Look at the [assaults](#) on the Pride march in Bialystok in Poland; look at the [refusal](#) by the Hungarian government to back a LGBTI rights declaration last December.

The challenge of identity-based violence is one that we all face - a violence that we all try to help prevent in our work.

Peter Tatchell facilitated a special session during our online consultation on campaigning to discuss the most effective ways to get messages across in an inclusive and intersectional way.