



**CLIENT** Amnesty International - The Netherlands  
**DATE BRIEFING** 3 March 2020  
**DEADLINE** 24 March @ 14:00  
**RESULT NIGHT** 24 March @ 19:00

## **BACKGROUND & BRAND STRATEGY**

Amnesty International is a global human rights movement, campaigning for a world where human rights are enjoyed by all. We are a-political, fair, just and independent.

This briefing is about creating awareness for sexual consent.

Impunity for rape is a human rights issue that affects all, but women are disproportionately affected. That's why in this briefing we focus on the rape of women by men. Criminalization of rape should be gender neutral. Campaign tactics can be gender specific.

One out of ten women in the Netherlands is raped (according to European FRA research). The majority of victims do not report rape and those who do have little chances to access to justice. Fear of not being believed, risk of revictimization and myths about what constitutes rape result in high levels of impunity for rape. Rape is a human rights violation. It violates the right of the autonomy of the body and the right to health and well-being.

On top of that, we have inadequate and ineffective legislation criminalizing rape. According to Dutch law rape is only rape if you can prove the use of force or threat. So it does not account for women/victims who 'freeze' when they get raped, or those who do not show any signs of violence. According to international human rights law rape should be defined as sexual conduct without consent of the victim.

## **INSIGHTS**

- **There is not a lot of conversation about consent and how to ask for it / give it.**
- There is this idea that having to ask for consent will take the excitement out of sex.
- There is unclarity about when someone gives consent or not.
- It's not only problem for women, but also for men (rape=everybody's problem even though it happens more to women).

## **THE PROBLEM/CHALLENGE**

There is a lack of awareness amongst men on consent; how to ask for it, when to ask for it or how to read signals of women. There are existing stereotypes of how a rape looks like; an unknown man outside who rapes a woman. But there are many more situations and we need to acknowledge them. We also need to acknowledge that asking for consent is necessary for a good sexual experience for both parties. Consent is sexy. Men (and women) need to understand that consent has to be a part of the sexual experience, verbally or non-verbally. With men as the most common perpetrator, they are often unaware / unengaged in the conversation about consent.

## **OBJECTIVE/ASSIGNMENT**

Priority: Create an **awareness campaign** about sexual consent. We want people to talk about it, with each other and from man to woman, man to man, woman to woman. Please note: be gender sensitive.



*Secondary: Engagement. Try to get people to sign a petition which we can change the rape law by lobbying and putting public pressure on the Minister of Justice and politicians to change the rape-law and make it based on consent. A campaign website will be launched on which you can sign the petition or take action.*

## **PURPOSE**

Acknowledgement that sex without consent is rape.

## **TARGET AUDIENCE**

Young men (15 – 30 years)

## **SUGGESTED DELIVERABLES**

- Creative: ideas on how to engage men in the **conversation about consent**
- (Positive) PR stunt / activation
- Digital OOH/Digital/Social

## **BUDGET**

Limited budget

## **ADDITIONAL INFORMATION**

- Be inclusive (take into gender diversity, lgbt's, etcetera.)
- Talk in a **positive tone of voice**. Stay away from 'No means no', or 'it's the responsibility of the sex partner to say no', and stay in a framework of 'let's talk about YES'.
- Gender stereotypes and misconceptions about rape should be debunked and not confirmed in narrative, tone of voice and campaign material.
- Keep in mind, in Dutch translation of lack of consent we use 'Seks tegen de wil' because 'Seks zonder instemming' leads to misconception that new law means work with 'sexual contract'. So in general, please be aware that we will have to translate English to Dutch for campaign outputs.
- If branding material, please use our brand hub: <https://brandhub.amnesty.org/>
- Please note The Minister proposes a new additional penalty clause that will put a penalty on sex against your will. The existing rape-law (based on the use of physical force or threat thereof) will not change. The additional clause penalizes involuntary sex, but does not call it rape. Recognizing it as rape is important for the recognition of the rights that are affected by the rape. To not recognize it as rape = to deny the rape = human rights violation

## **KEEP IN MIND**

- If you win, you have to be at the result night to collect your Cannes tickets!
- Are you older than 30? Then you can't come to Cannes (that's in human years, not dog years).
- Don't put your name on your presentation (we don't want you to think we're biased ;))
- Please *don't* use images in your presentation made by the ANP.
- Upload your work via your profile on [Jongehonden.nl](http://Jongehonden.nl)

## **ADDITIONAL INFO ON CONSENT, MYTHS & GENDER STEREOTYPES**

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### **ABOUT CONSENT**

Violence or threats do not define a rape, lack of consent does.

Silence or absence of 'no' is not consent. The question should not be whether a person actually said "no", but whether they said "yes" à #letstalkaboutyes

Consent is: .

- mutual respect
- respecting boundaries
- willingly and voluntarily given.
- caring how other people feel and value what they want
- Retractable

...the opposite, is rape.

### **MYTHS AND MISCONCEPTIONS**

Change of law must be accompanied by practices in the justice system that do not reinforce harmful stereotypes about what constitutes rape. Too often women are judged for what they wear or how they react to a sexual assault. This is wrong. The only thing that matters is whether the act was consented.

1. The majority of rapes are committed by people known to the victim.
2. Often, victims of rape freeze and as a result cannot (physically) resist.
3. False rape reports are rare.
4. What women wear is not to blame.