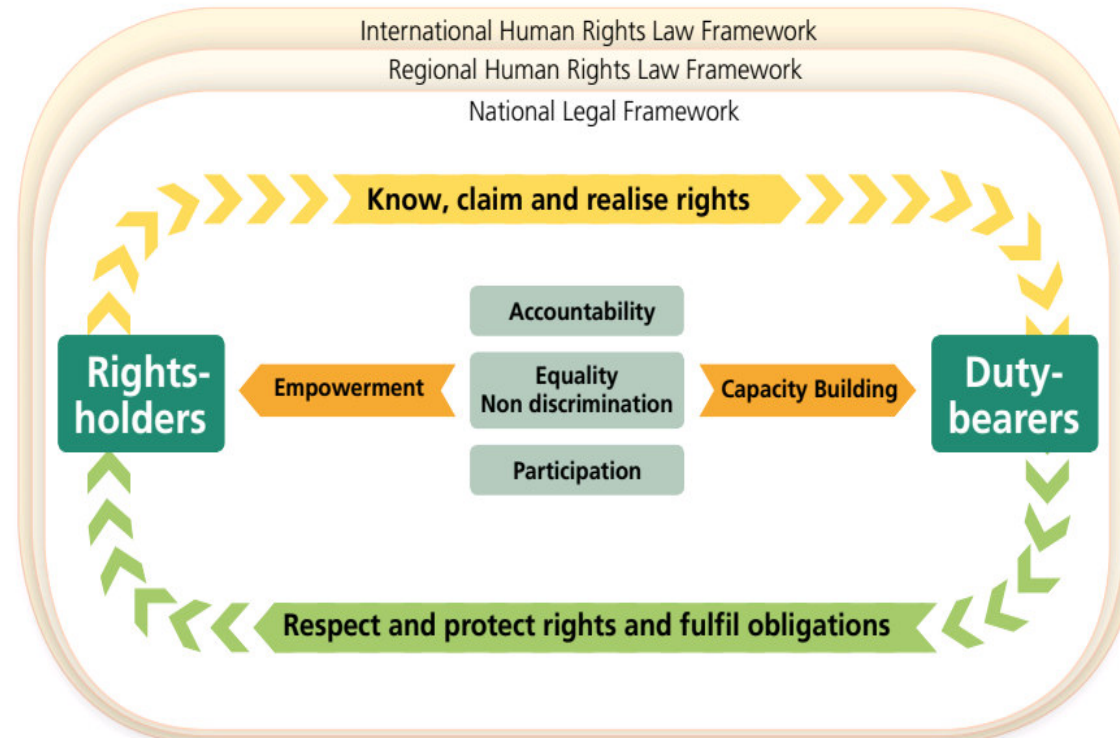


Communicating Human Rights in Development





The bedrock of human rights communication



Article 19, International Covenant on Civil and Political Rights

"Everyone has the right to freedom of opinion and expression: this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers"





Effective human rights communication means ...

- *Explicitly & accurately* linking development objectives to relevant human rights standards - (economic, social, cultural, civil & political rights).
- Clearly identifying relevant **rights-holders & duty-bearers**
 - Beneficiaries of development cooperation/humanitarian aid are *Rights-holders*: ie all human beings (not just citizens).
 - States are the primary legal *duty-bearers* obliged to respect, protect & fulfil human rights (including where they delegate tasks through decentralisation, privatisation etc).
 - IGOs, transnational corporations & non-state armed groups are also human rights duty-bearers, bound by a range of legal & policy obligations.
- Tailoring the language according to the medium, context, audience etc



The rationale for communicating human rights (1) ...

- Emphasizes the universality, indivisibility, interdependence of human rights, binding Switzerland & development partner states.
- Ensures legal accuracy & coherence with SDC's policy commitment [SDC Guidance on Human Rights in Development & Cooperation \(2019\)](#).
- Empowers & enhances participation of “beneficiaries” in their development – *“from needs to rights”*
- Ensures visibility of gender & vulnerability issues that impeded development efforts



The rationale for communicating human rights (2) ...

- Emphasizes donor accountability (as a duty-bearer), for how we do things & what we achieve.
- Emphasizes the sustainability benefits of human rights-based development.
- Protects Human Rights Defenders & reinforces efforts of local human rights CSOs etc by normalising human rights language.