# UNLOCKING NEW HORIZONS:

## EXPLORING BLOCKCHAIN TECHNOLOGY IN HUMAN RIGHTS EDUCATION AND SUPPORTER COORDINATION FOR THE GLOBAL AMNESTY MOVEMENT

*The case for an Amnesty Human Rights DAO*

AMNESTY INTERNATIONAL

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**AUTHOR: GARETH FARRY**

Manager Partnerships & Special Projects
Gareth.farry@amnesty.org.nz

Amnesty International
Aotearoa New Zealand

# ABSTRACT

This paper looks at member and public engagement in the Amnesty International Movement ("Amnesty") through the lens of digital democracy and innovation. It proposes a novel use of transformational technology to revitalise the role of the Amnesty participant, through decentralised decision-making and governance rights, capacity building and the incentivisation of positive action taking. At a crucial time in organisational evolution, it is proposed that Amnesty offers new ways for supporters to engage and the public to join the movement through a decentralised structure with distributed intelligence. The main emerging technology we interrogate is blockchain. We firstly look at some high level considerations, and then how they merge with various aspects of blockchain technology, and also the concept of a Decentralised Autonomous Organisation (DAO).

***"The DAO phenomenon can be viewed as a technical complement to grassroots and formal efforts to create more responsive organisations... The potential to manage the interests, voices and preferences of diverse participants through transparent and open technology is worthy of both cross-disciplinary interest and careful interrogation"*** [1]

Coordination across vast distances of space and time, and across ethnicities and belief systems around the common lens of Human Rights, is a compelling idea for Amnesty and its position as global thought-leader and activator of human rights.

By leveraging an open, democratic consensus mechanism and a human rights value-backed token, a DAO could revolutionise how supporters interact with the movement, propose and vote on initiatives, upskill and record micro-actions, whilst also promoting transparency and accountability. The proposed solution discussed offers a decentralised platform that empowers individuals to participate in and influence human rights efforts, fostering a stronger, more engaged community in a truly open and empowering digital space.

Amnesty can have the lofty aim of being curators of a global human rights culture - a culture of belonging, and positive action taking, connected to Amnesty's evolutionary purpose.

***"If we assume that the WWW revolutionized information, and that Web2 revolutionized interactions, Web3 has the potential to revolutionize agreements and value exchange. Web3 changes the data structures in the backend of the Internet, introducing a universal state layer, often by incentivizing network actors with a token."*** [2]

# AMNESTY INTERNATIONAL BACKGROUND

Amnesty International is a non-governmental organisation focused on human rights protection. Amnesty's vision is a world in which every person enjoys all of the human rights enshrined in the United Nations Universal Declaration of Human Rights and other international human rights instruments.

Since Amnesty's founding in 1961, the organisation has uncovered human rights abuses, campaigned to mobilise the public and put pressure on governments to end the practices and change the systems that create them, and subsequently grown to become the world's leading human rights organisation, with over 10 million members globally who support and enable the work of Sections advocating in 70 countries.

The organisation has been able to campaign globally for the rights of prisoners of conscience around the world, the establishment of the International Criminal Court, the acknowledgment of women's rights as fundamental human rights, and an international framework to protect refugees, displaced people and undocumented migrants, among many other human rights issues that continue to evolve and expand.

***"Together, we stand with humanity."***

## RESEARCH

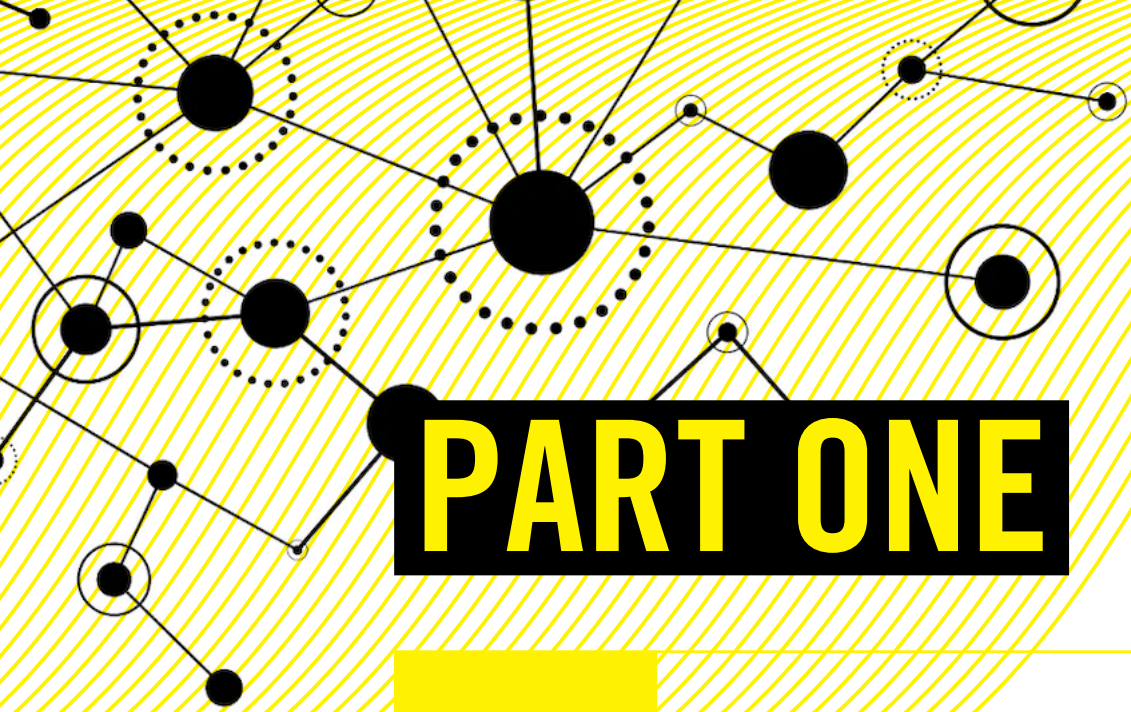
Human rights change starts with the facts. Our experts do accurate, cross-checked research into human rights violations by governments and others worldwide.

## ADVOCACY AND LOBBYING

We use our analysis to influence and press governments, companies and decision-makers to do the right thing.

## CAMPAIGNS AND ACTION

Through petitions, letters and protests, campaigners worldwide press for action from the people and institutions who can make change happen.



# PART ONE

## PROJECT BACKGROUND, OBJECTIVES & TECHNOLOGY ALIGNMENT

# PROJECT OBJECTIVES

The primary goals of this project include a desire to improve participant coordination for the 10 million member Amnesty supporter base (including those in countries facing freedom of expression restrictions), enhance engagement within this group and with the wider public domain, and to reward and incentivise human rights engagement and advocacy.

## OUR VISION FOR THIS INNOVATIVE PROJECT IS TO:

- **Record the Unforgettable:** Implement an immutable ledger to capture and preserve whuman rights micro-engagement, providing an invaluable historical record.
- **Amplify Voices**: Create a platform where supporters, public and institutions can collaboratively shape the discourse on Human Rights, infusing it with diverse perspectives, including those of Indigenous groups and other allies.
- **Illuminate Transparency:** Bolster transparency in our advocacy operations ensuring trust in the process.
- **Empower Decision-making:** Utilise blockchain to enhance decision-making processes, ensuring inclusivity and facilitating governance.
- **Encourage Participation:** Drive widespread participation and encode incentive mechanisms, transforming passive supporters into active advocates for human rights.

## THE PROBLEM STATEMENT

NGOs often face challenges related to transparency, accountability, and efficient decision-making processes. Traditional hierarchical structures can limit the participation of diverse stakeholders and lead to inefficiencies in resource allocation and operations. In Amnesty's case, these issues hinder the ability to effectively advocate for and protect human rights. There is a need for a transformative approach that leverages technology to enhance transparency, democratise decision-making, and streamline operations, enabling Amnesty to maximise its data for impact and better serve its mission. Amnesty lacks a coordinating mechanism for supporter engagement across the various sections and an open transparent means for utilising crowd-sourced knowledge.

This problem also relates to hearing the voice and concern of all members, including those from the Global South, from Indigenous communities and from those societies where access to freedom of speech and movement is restricted.

Viewed more widely, Amnesty International has a 10 million strong supporter base - to utilise this base effectively could evolve into Amnesty having the diplomatic weight and crowd-sourced resource of a nation.

## THE PROPOSED SOLUTION: THE AMNESTY HUMAN RIGHTS DAO

A DAO can transform the operations of a human rights NGO like Amnesty by introducing a transparent, democratic, and efficient decision-making process. By utilising blockchain technology, a DAO ensures that all actions are recorded on a public ledger, enhancing accountability and trust among stakeholders, whilst enabling graduated governance and proposal rights.

The decentralised nature of a DAO empowers members from diverse geographic locations to participate equally, fostering inclusive and global collaboration. Additionally, the automation of routine tasks through smart contracts can streamline operations, and allow Anmesty to focus more resources on its core mission of advocating for and protecting human rights. Finally a Human Rights DAO can utilise the utility offered by tokenisation to incentivise positive action taking and create new value streams across aligned online ecosystems.

The paper unpacks these ideas to establish a strong use case and need for further research of this innovative and disruptive technology.

# TOP LEVEL CONSIDERATIONS

Before an in depth discussion of the proposed solution being outlined in this paper, we look to a number of broader, top-level considerations. These illustrate aspects of decentralised leadership, digital democracy, and new ideas around the exchange of value and the creation of social impact. We show the natural merging of these considerations with the utility offered by blockchain technology and the DAO structure.

Importantly, this establishes Amnesty as an organisation in need of the type of solution blockchain technology provides - rather than a blockchain solution in need of a problem.

But, before we get ahead of ourselves, let's interrogate a few concepts and brainstorm some ideas.

# A - ORGANISATIONAL STRUCTURE

Frederic Laloux's book **Reinventing Organisations** (2014) provides a compelling vision for transforming modern workplaces. The book serves as both a practical guide and a philosophical treatise on evolving organisational structures to be more adaptive, human-centric, and purpose-driven in the 21st century. It challenges traditional management practices by advocating for self-management, wholeness, and purpose. Laloux investigates new management paradigms that align organisational operations with evolving human consciousness and societal needs. He charts the evolution of structures through original power driven paradigms, through to achievement orientated and values driven systems to discuss the evolving "teal" systems. A teal organisation is to a large extent self-managing, based on collective intelligence, purpose-driven and holistic. It decentralises power and governance to allow members to fulfil their own promise through incentive structures built in. Implementing teal practices enables decentralised decision-making, transparency and purpose-driven strategies - as he comments:

***"Teal Organisations are seen as having a life and sense of direction of their own; members are invited to listen and understand what the organization wants to become, what purpose it wants to serve.... the organization is seen as a living entity, with its own energy and creative potential, rather than a machine to be optimized."*** [3]

Similarly, **Leadership and the New Science** (2006) by Margaret J. Wheatley examines how scientific principles from quantum physics, chaos theory, and living systems can inform and transform organisational leadership. Wheatley argues for a shift from traditional mechanistic models of management to approaches that embrace adaptive complexity, interconnectedness, and the dynamic nature of modern organisations. Crucial here is the notion of interconnectedness, constantly in flux and evolving through interactions - as the participants evolve, so does the whole organisational structure and knowledge-base. The structure (following the dictates of quantum mechanics), embraces uncertainty and potentiality as core features, inviting us to engage with the unknown to discover new possibilities, guided by a shared vision and purpose.

We know biological systems scale in a sub-linear way - that is as they increase in size, they become more efficient in a uniform and consistent way. If you double the size of any organism, from a mouse to a blue whale, you only require 75% more resources. Fractal scaling hierarchies are created in all biological systems, including those built by humans. This also applies to organisations. Efficiencies gained across larger scale structures, generate greater outputs. Importantly, social collaboration metrics reveal the same, but with a crucial amplification factor - that is an increase in ideas and innovation and the potentiality of the feedback and networks effects. This is a direct result of a greater surface area for the exchange of ideas and innovation - knowledge capital.

***"Organisations, like all living systems, are continually evolving and adapting, and it is through this constant change that they find resilience and vitality."*** [4]

## THE ESSENCE OF NEW FORMS OF ORGANISATION - CONNECTION TO DAOs

**Self-Management and Decentralisation** - power is distributed throughout the Teal organisation, allowing members to make decisions and take actions that align with the organisation's purpose and their own potential. This aligns with the decentralised coordinated knowledge systems seen in DAOs, where decision-making is transparent and driven by the collective intelligence of its members.

**Interconnectedness and Adaptive Complexity** - Adaptive organisations, like living systems, thrive on constant change and interaction. This is mirrored in online governance systems, where dynamic participation and evolving interactions are essential for resilience and vitality.

**Purpose-Driven Strategies** - Both Laloux and Wheatley emphasize the importance of a shared vision and purpose. In Teal organisations, the purpose acts as a guiding star, helping members align their actions with the broader goals of the organisation. Similarly, Wheatley argues that embracing uncertainty and potentiality allows organisations to discover new possibilities, guided by a shared vision. This principle is crucial in digital governance, where a common purpose can unite diverse stakeholders and drive collective action.

**Realising the Teal Vision through DAOs** - Frederic Laloux's vision of Teal organisations, characterized by self-management, wholeness, and purpose, finds a natural ally in the DAO model. By decentralising power and governance, DAOs embody the self-managing principles of Teal organisations, allowing members to contribute meaningfully and autonomously. The holistic approach of DAOs, which integrates diverse inputs and fosters interconnectedness, aligns with the Teal ethos of seeing organisations as living entities with their own energy and creative potential.

Margaret J. Wheatley's insights into the dynamic and adaptive nature of living systems further underscore the potential of DAOs to drive organisational evolution. By embracing uncertainty and leveraging the collective intelligence of their members, DAOs can navigate the complexities of the modern world with resilience and agility.

***Insight 1***
***DAOs represent a powerful catalyst for accelerating the crowdsourcing of knowledge and the evolution of organisational structures. By fostering inclusive participation, transparent decision-making, and adaptive operations, DAOs can help organisations realise the full potential of human collaboration and innovation, paving the way for a more dynamic, resilient, and purpose-driven structures, akin to living entities rather than rigid machines.***

## EXAMPLE DAOS:

1. **MetaCartel** - is a grant-giving DAO that supports early stage organisations with a strong emphasis on community involvement and collaborative decision-making, promoting self-management and encourages members to bring their unique perspectives and skills, aligning with the principle of wholeness.
2. **GitcoinDAO** - is a decentralised platform for funding open-source projects. It encourages contributors to bring their full selves to the platform, fostering wholeness, and it evolves based on the needs of the open-source ecosystem, reflecting an evolutionary purpose. It empowers communities of builders to connect and work together to create the future of the open web.

# B - DIGITAL DEMOCRACY

Digital rights and deliberative online systems mediate how the public engage with governance and democracy in the modern era. The online landscape is dominated by private centralised systems, which often dictate what can be said by whom, and what audiences a particular message may reach. These commercial and governmental platforms have shown themselves to be reliant both on commercial funding, and malleable to the whim of special political and commercial interests. This means that the true unadulterated message is hard to get out, and the ability for people to contribute ideas or viewpoints on an issue, or reach any type of consensus are stunted, filtered or removed. The result is often a polarised and ill-informed public.

Some of these commercially owned platforms now operate as digital public spaces, and this means private individuals with influence are now acting as enforcers, and intermediaries of fundamental rights. But they also continue to be operating in the interests of shareholders, where there is often a conflict of interest, or at the behest of totalitarian regimes which want to stiffle dissent or alternative viewpoints, stamping on the human right of free expression.

Is democracy a Social Technology we can code together?

***"True digital public spaces, where people can openly express themselves, exchange ideas and engage in substantive discourse without being exploited, and having value extracted from them, are rare"*** [5]

***Even before we add the content, access and inclusion in any online platform is fundamentally a human rights issue - that of equal expression, and "the freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."*** [6]

The book **Geographies of Data Exclusion** (2022) [7] explores the spatial dimensions and consequences of data collection, analysis, and utilisation, particularly focusing on who is included and excluded in the digital data landscape. It addresses the critical issues of how corporate data practices exploit and marginalise minority societies, and the importance of local contexts in data

production and the need for community-driven data initiatives.
It advocates for decentralised, inclusive, and ethical approaches to data collection and digital system design, ensuring that the voices and needs of all communities are respected and prioritised.

Human rights themselves are not a fixed or universally agreed code, but rather a result of the evolving economic, political and social environment of any particular society. We should be open-minded to allowing the public to assist us to "go beyond narrow, formalistic and overly juridical concepts of what human rights are, and stress the centrality of social and political struggle in the formulation and defence of human rights." [8]

## THE ESSENCE OF DIGITAL DEMOCRACY - CONNECTIONS TO DAOs

The online DAO platforms being developed now that embrace digital democracy are acting more like networked communities. Led by individuals aligned around a shared purpose, they also become engines of experimentation and discovery, potentially being able to scale innovation.

As the platform scales, it has the ability to self-organise around the best opportunities emerging from the structure in real time. It can do this in an organic and participant-led way, holding and leading with an organic set of deeply held values, while empowering participants with skills and mindsets that are coordinated and solutions focused.

***Insight 2***
***Amnesty can aim to be co-creators of democratic systems which are more transparent, inclusive and fair through the use of deliberate digital solutions. To provide this enabling environment would open doors to an active protection and contemporary articulation of human rights and responsibilities. These mechanisms that strengthen collective agency and fair participation, can also be utilised to promote virtual communities of interest aligned and incentivised for social impact.***

## EXAMPLE DAOS:

1. **MakerDAO** - is a decentralized finance (DeFi) platform that manages the DAI stablecoin. It uses a DAO structure for governance, allowing token holders to vote on proposals related to the platform's development, risk management, and monetary policy.
2. **DAOstack** - is a platform for creating DAOs with a focus on collective intelligence. It provides a framework for decision-making and coordination, enabling communities to manage their resources and projects collaboratively.
3. **Polkadot** - uses a sophisticated governance model that allows stakeholders to participate in decision-making through referendums. The governance process includes public proposals, referenda, and a council that represents the interests of the community, ensuring a balanced and inclusive decision-making process.

# C - THE PLURIVERSE OF HUMAN RIGHTS

We are currently witnessing the evolution of human rights discourse. This new discussion framework merges the Western universalist conception of human rights with emerging perspectives, many from the Global South. These perspectives incorporate diverse forms of human dignity and emphasise the importance of including the lived experiences of societies that have faced colonialism during the European expansionist era, in any discussions about rights.

**Boaventura de Sousa Santos** (1999) has argued that an intercultural script is needed for human rights. [9] He questions whether other languages of human dignity exist in the world? And whether these other languages are compatible with the language of human rights? Obviously, we can only find satisfactory answers to these questions if we are able to envisage an open inclusive dialogue between various groups including those who's perspective is forged from struggles against colonisation and imperialism.

***"Human rights could become part of an ecology of knowledges dedicated to the struggle against oppression and the affirmation of various narratives of human dignity."*** [10]

Also we see conflict between indigenous expressions of the connectivity and kinship of humans with nature, the primacy of the connection of land and place, and the extractivist mindset that sees dominion over nature as unquestioned to a large extent. Current Western-centric human rights frameworks do not resolve this conflict, and as such are ripe for re-interpretation according to theories of the Pluriverse. The decentralised nature of DAOs can open the door for these dialogues to occur.

Indigenous scholar **Vine Deloria** (1999) describes an Indigenous relational worldview based upon an animistic philosophy that views the human entity as but one entity within the entire family of beings. He argues that a relational worldview, from an Indigenous perspective, is one that assumes relationships between all life forms that exist within the natural world. [11]

In Aotearoa New Zealand, we can see the same conversation evolving. The un-knowing or strategic amnesia that has accompanied inter generational colonisation is being confronted by a Te Ao Māori world view which centres kinship, spirit and the environment. The book **International Indigenous Rights in Aotearoa New Zealand, Erueti, A. (Ed.).** [12] (2017) delves into the application and influence of international human rights standards on Māori rights, examining critical issues such as land rights, self-determination, and cultural preservation. The contributors include legal scholars and practitioners who analyse the progress and challenges in aligning Māori rights with global Indigenous frameworks. It notes there is often a gap between the recognition of Indigenous rights at the international level and their implementation at the national level. In Aotearoa New Zealand, this tension is evident in how Māori rights are addressed within domestic law and policy, which sometimes fall short of international standards.

Also missing is a comprehensive understanding of Māori data sovereignty principles and practices, including the biases and risks inherent in new forms of technology.

***"Frameworks of human rights deal mainly with the relations between the state and society, or between governments and individuals, while putting aside the problem of the interactions between empires and colonies."*** [13]

Ideas of collective voice are also crucial to examining the user interface (UX) of any digital democracy platform. Indigenous ideas into the core UX can perhaps develop a more relational and intercommunal basis for connection, away from the individual transactional framework currently.

## THE ESSENCE OF THE PLURIVERSE - CONNECTED TO DAOS

The ideas on plurality of expression and the essence of a DAO can be linked in several meaningful ways:
**Plurality of Expression:** This concept emphasizes the importance of multiple voices, perspectives, and rights, ensuring that diverse groups have the freedom and platform to express themselves.

Likewise a DAO operates on a decentralised model where decisions are made collectively by stakeholders through a consensus mechanism. This inherently supports a plurality of expression by allowing diverse participants to have a say in governance and decision-making. It also recognises that conflicts may arise when diverse perspectives are considered, and stresses the need for mechanisms that facilitate dialogue.

**Autonomy and Self-Determination:** For Indigenous peoples, such as Māori, autonomy and self-determination are critical. They seek the right to govern their own affairs and preserve their cultural heritage without external interference. Similarly DAOs promote autonomy and self-determination within their structure. Participants can propose, vote on, and implement decisions without centralised control, aligning with the principles of self-governance and collective autonomy.

**Cultural Preservation and Innovation:** Emphasises the importance of preserving cultural identity and practices while engaging with modern frameworks and standards. While DAOs leverage cutting-edge blockchain technology, they can also be designed to respect and incorporate traditional knowledge and practices. This hybrid approach allows for the preservation of cultural heritage within a modern, innovative framework.

By linking these ideas, one can see how a DAO can serve as a practical embodiment of the principles of plurality of expression. It provides a platform for diverse voices to contribute, ensures inclusive and decentralised governance, and supports the autonomy and self-determination of its members.

***Insight 3***
***The principles of plurality of expression and DAOs converge in their commitment to inclusivity, representation, and self-determination and providing a framework where diverse voices can collaboratively govern and innovate. This is the concept of flourishing at the edges while preserving cultural identities, re-imagining rights and ensuring equitable participation.***

## EXAMPLE DAOS:

**1. Māori Blockchain Initiative (Te Mana Raraunga)** - is the Māori Data Sovereignty Network in New Zealand, which focuses on the rights of Māori people over their own data. While not a DAO per se, it embodies similar principles by advocating for decentralised control over data and involving Māori communities in decision-making regarding their cultural information.

**3. The Africa DAO** - invests in startups and projects that drive technological innovation and economic development in Africa. It connects investors and innovators from both Africa and the diaspora to support the continent's development.

**4. Proof of Humanity** - is a social identity verification system that rewards verified humans with Universal Basic Income (UBI) in the form of cryptocurrency. It has a significant presence in Latin America, particularly in Argentina, where it is used to provide financial inclusion and economic support to communities.

# D - THE EXCHANGE OF VALUE

Human interaction and relationality is mediated through exchange. Exchange is not merely a transfer of goods or services but a creative act that generates social bonds, identities and social relationships.

Social theorist **David Graeber** (2011) [14] proposed a category of 'human economies' to refer to these interactions where the primary focus of economic life is on reconfiguring social relations between people, rather than the allocation of commodities. Currencies that used to be labelled 'primitive money', but which are primarily used to effect this, would better be called 'social currencies'.

This implies the value creation through social actions are meaningful within a cultural context. Exchange, in this sense, is a form of social creativity that generates value by constructing and reaffirming social bonds and relationships.

Examining various forms of exchange and their role in creating social value, gives a nuanced perspective that highlights the creative potential of human interactions.  Value is a complex and multifaceted concept that cannot be fully understood through economic metrics alone. Instead, it requires an understanding of the social, cultural, and moral dimensions that underpin human interactions.

One historical example Graeber uses, is with the Iroquois Native American society where objects of exchange (in this instance a Wampum belt) carried deep social significance, and were used as both a currency but also as a record of treaties and historical events, symbolising trust and mutual obligations. This illustrates how exchange can indicate complex social relations and historical narratives, making them central to the community's social creativity. [15]

Instances of relationality and knowledge exchange also occur within traditional and contemporary Māori society. Aspects of Tikanga (cultural norms and laws) highlight the importance of social relationships and mutual obligations that are created and reinforced through the exchange of gifts.

Further, the standing of any individual within a social group, (being one aspect of the cultural concept of "mana"), deals with the place of an individual within that group, but also mana built via "a personal increment based on the proven works, skills and/or contributions to the group made over time..." [16] When a gift is given, it carries with it a part of the giver's spirit or essence. This creates a bond between the giver and the receiver. The receiver is then obliged to return the gift or something of equivalent value, thus maintaining and strengthening social ties. [17] We can also see the same dynamics playing out in online communities where value is often derived from user interactions, and social dynamics (profile traction, post likes, mirroring etc).

Other theorists including Arjun Appadurai in the edited volume **"The Social Life of Things: Commodities in Cultural Perspective"** (1986) introduces the idea that things have "social lives" and that their value is not inherent but rather assigned through social and cultural processes. In the context of online exchanges, this concept helps explain how digital goods (e.g., NFTs, digital art, virtual goods in games) acquire value based on the social interactions and cultural significance attributed to them by users. Virtual communities enable the rapid dissemination of digital content, and the cultural flow of co-created value based on community norms, engagement, and cultural significance. For example, the value of a Subreddit or a Twitch streamer's channel is derived from the active participation and contributions of its members; and some online communities are built on networks of relationships where social capital and the exchange of information is a crucial asset. e.g. LinkedIn network, Facebook followers.

## THE ESSENCE OF THE SOCIAL EXCHANGE - CONNECTED TO DAOs:

The operation of a DAO highlights the value of exchange systems in shaping social relations, where acts generate meaning and value within a community. DAOs and blockchain embody principles that resonate with social value theories, and provide fertile ground for exploring aspects of gift cultures, [18] communal decison-making and Indigenous exchange within the decentralised technology of DAOs.

**Value exchange systems and DAOs are similar in their:**

**Tokenised Value Systems:** Blockchain technology enables the creation of tokens that represent various forms of value, from cryptocurrencies to non-fungible tokens (NFTs). These tokens can be exchanged, creating new forms of social and economic interactions that reflect the idea of value being socially constructed through exchange.

**Transparent and Immutable Records:** The transparency and immutability of blockchain ledgers ensure that all transactions and decisions are recorded, reflecting the focus on the social significance of exchanges and the creation of trust through shared records.

**Community-driven Value Creation:** In DAOs, value is created and maintained by the community through collective decision-making processes. The view that value emerges from social interactions is evident here, as the worth of a DAO's token or project is determined by the community's engagement and consensus.

**Reimagining Governance and Social Contracts:** DAOs enable new forms of social contracts and governance models that reflect ideas about the importance of social relationships and collective decision-making.

***Insight 4***
***The concept of 'human economies' highlights that exchange is more than a transfer of goods; it's a creative act that builds social bonds and identities. In contemporary settings, like online communities and DAOs, the value of digital goods and tokens is similarly constructed through social interactions and cultural significance, rather than inherent properties. DAOs exemplify this by using blockchain technology to create tokens whose value and meaning are determined by community participation and collective decision-making. Reflecting the idea that value is socially constructed.***

## EXAMPLE DAOS -

**1. MakerDAO -** allows token holders to participate in governance decisions regarding the protocol and its operations. The value of participating in a DAO is derived from the collective ability to influence and shape the future of the project. Socially, the value is also in the sense of belonging to a community with shared goals and values.

**2. Friends with Benefits (FWB) DAO** - is a decentralised community that uses a DAO structure to manage its operations and interactions, and operates on the premise that value is created through social interactions and community engagement. Members participate in shaping the community's culture, events, and projects, with the value of the DAO's native token, $FWB, derived from these social dynamics.

# E - SOCIAL INNOVATION AND IMPACT

A theory of change is essential to an NGO's operations, detailing how the organisation plans to achieve the impact described in its mission. To validate the theoretical assumptions within the theory of change, the organisation must gather data. This is where impact measurement comes in. Developed correctly, the process engages the organisation, stakeholders, the general public and the target groups of programs. The result is a shared resource that guides the evolution of an organisation's work, holds it accountable to stakeholders and allows for continuous improvement, as outcomes are compared against the theory of change.

***"Next-generation change makers have three fundamental characteristics: (1) the desire to promote social justice; (2) the ability to leverage digital technology; and (3) empathy and an understanding of human-centered design."*** [18]

## THE ESSENCE OF SOCIAL IMPACT - CONNECTED TO DAOs:

Defining indicators of social impact in the DAO space, particularly in the context of human rights actions, involves crafting metrics that are both broad enough to encompass the variety of projects within this space and specific enough to provide actionable insights.

**Example indicators could include:**

**Governance Participation:** Tracking number and diversity of participants engaging in a DAO, such as voting on proposals, and the number of transactions and decisions publicly recorded on the blockchain. This enhances trust and accountability, making it easier to demonstratre engagement and advocacy action, and also to hold actors responsible for their commitments and actions.

**Community Engagement and Awareness:** tracking engagement levels, number of educational resources distributed, and awareness campaigns conducted, enhances community engagement and spreads awareness about human rights issues, leveraging the network effect of the DAO.

**Digital Literacy Training:** Tracking the number of training sessions conducted and participants trained in using the DAO and digital advocacy technologies. Feedback mechanisms also enhance UX and trust in the efficacy of the platform.

**Protection Mechanisms:** Implementation and recording effectiveness of identity protection mechanisms for activists and vulnerable groups, allows people without access to freedom of expression or protest to have their voice heard in an anonymous or pseudonymous way.

**Advocacy Success:** Recording instances where blockchain-enabled evidence led to policy changes or prevented human rights abuses, or was used in legal cases to uphold human rights, which enhances the perception that crowd-sourced advocacy is effective, through the impact of real world tangible outcomes achieved.

**Adoption Rates:** Tracking the number of new users and organisations adopting Web3 technologies for human rights purposes (including the DAO), and the umber and impact of innovative solutions (e.g., new dApps or protocols) developed to address human rights issues.

Defining and implementing indicators of social impact in the DAO space requires a multidimensional approach that captures transparency, participation, resource allocation, effectiveness, and community engagement. By using these indicators, and the power of tokenomics organisations can better understand and demonstrate the social impact of their human rights actions, ensuring that projects are not only innovative but also truly beneficial to those they aim to help.

***Insight 5 - The introduction of a DAO and its human rights value-backed token promises significant social impact by empowering supporters, enhancing transparency, and providing direct support to human rights initiatives. Through decentralised governance, the DAO ensures that diverse voices are heard and that decision-making is driven by collective interests. The token's value backing by human rights metrics provides a novel way to align financial incentives with social good, fostering a more engaged and effective supporter community.***

## EXAMPLE DAOs -

**1. Rally.io:** uses Creator Coins for community engagement and fund-raising for social causes, to enhance community support and resource allocation for social initiatives. Indicators: Amount of funds raised for social causes, number of active participants, and social impact projects funded.

**2. ImpactMarket:**
Highlights poverty alleviation through community-created local economies, which measures the effectiveness of decentralised universal basic income (UBI) models in reducing poverty and improving community welfare. Indicators: Number of communities participating, funds distributed, and tangible improvements in living conditions.

**3. Ukraine DAO** - UkraineDAO, a decentralised collective raising funds to address the humanitarian crisis unfolding in eastern Europe, collected more than $7M in the first five days. The DAO was established to act as a point of contact between those able to provide assistance and funding, and Ukrainians who are suffering on the ground.

# F - HUMAN RIGHTS EDUCATION

Human Rights Education (HRE) for Amnesty is "a deliberate, participatory practice aimed at empowering individuals, groups and communities through fostering knowledge, skills and attitudes consistent with internationally recognized human rights principles." [19]

HRE is crucial to raise the awareness of human rights and abuses, and to empower people so that they not only better understand their rights, but also actively participate, and have their opinions tabled in the decisions that affect them. This includes engaging in concrete individual and collective actions for the promotion, defence and realisation of human rights.

Education in Human Rights is a broad offer, that touches on much wider aspects of society, with possibilities of transformational systems change anchored by a knowledge and celebration of these rights.

At Amnesty, HRE encompasses:
§ Knowledge - learning about human rights and human rights mechanisms.
§ Values, attitudes and behaviours - developing values and reinforcing attitudes and behaviours which uphold human rights.
§ Skills to take action - acquiring skills to apply human rights in a practical way in daily life and taking actions to defend and promote human rights.

HRE emphasises active participation as a core element of collective learning and empowerment. It involves participants as genuine protagonists of processes in which they analyse problems, assume leadership, and take decisions as well as articulate proposals for action and change. As such, they are engaged in creative ways, enabling them in turn to become active agents of change.

## THE ESSENCE OF HRE - CONNECTED TO DAOs:

Through a blockchain DAO, Amnesty can deliberately build the capacity of participants in HRE, and actively foster discussions about human rights. By promoting open debates, and providing advocacy skills and opportunities, Amnesty can employ collaborative approaches to arrive at common understandings and address upcoming challenges.

As these conversations progress, we could anticipate the emergence of community-driven initiatives, and the envisaging of desirable futures where principles of human rights take a central role.

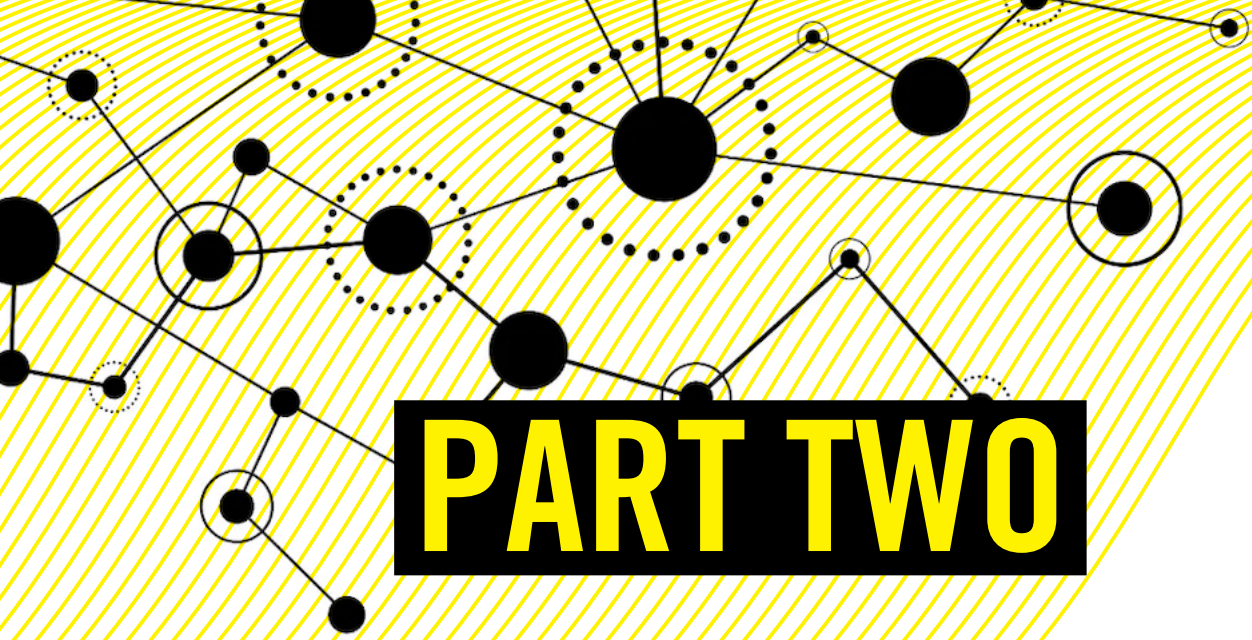
**HRE on a DAO** platform could be used as a grounding to:

- record and manage existing micro-actions within the Amnesty supporter base,
- encourage the discussion of key proposals and vote on them,
- foster public discussion on human rights and responsibilities - promoting conceptual thinking,
- cultivate advocacy and civics skills among participants,
- encourage diversity of participation, the voice of young people and "People Power",
- identify and highlight new ways in which technology infringes human rights
- contribute to the evolution of essential human rights concepts within indigenous cultural contexts
- demonstrate crowd-sourced thought leadership to inform decision and policy makers,
- commemorate milestones and key achievements in human rights history.

The combination of DAO tooling with HRE as action-oriented education ensures people have the knowledge, skills and attitudes to take action on human rights, and the human rights movement is stronger, larger and more diverse.

What can the community itself achieve on a democratic open platform held by Amnesty?

***Insight 6: HRE can lead to positive social impact by increasing awareness around human rights and advocacy, empowering individuals with a knowledge of the diversity of human rights and skills to take action, and by generally increasing civic engagement and the promotion of social justice and conflict resolution. By tapping into the collective knowledge, skills and resources held by the public, we can acknowledge and celebrate historical achievements in human rights, honour international obligations, and inspire visions of desirable human rights embedded futures.***



# PART TWO

## BLOCKCHAIN AND DIGITAL DEMOCRACY

# PROPOSED SOLUTION MATRIX

After taking into account the above top-level considerations, we have found the distributed ledger technology of a blockchain DAO uniquely suited to finding a solution to the stated problem, by evolving participant involvement and incentivised action taking within the broader movement.

In this section we will describe blockchain technology and the concept of a DAO, and then shows some applications of this technology in the NGO sector. We will also mention some other digital democracy solutions that have been used recently, before detailing the proposed solution of the blockchain DAO in the final section.

# WHAT IS BLOCKCHAIN TECHNOLOGY

Blockchain is a distributed ledger technology that allows networks or databases to be developed and maintained in an immutable (unchanging) way. It enables members of a community to create, validate, share, and store information securely and efficiently, leveraging the network's strengths as defined by the "Blockchain Trilemma"—the balance between security, scalability, and speed. This technology can decentralise decision-making and empower global participation.

When a member runs a full node to verify the blockchain's state, they share a decentralised copy of the data, making it difficult to infiltrate or modify. The blockchain's hash functionality adds an extra layer of cryptographic security, which has proven practically impossible to breach. For our purposes, blockchain can be considered immutable. This consensus validation has made blockchain essential for novel applications such as provable scarcity (e.g., digital art and assets), provenance (e.g., supply chain), and voting and decision-making (e.g., DAOs). Blockchain opens new possibilities for collective coordination, shared consensus-building, incentivisation, and positive action around shared values or missions.

These new ecosystems allow the validation of any transactions encoded in a ledger, including actions, voting, events, and aspects of social coordination. This trustless system operates without intermediaries.

***Disruptive blockchain technology can be used to:***

- ***Establish an immediate immutable ledger.***
- ***Facilitate and record micro-engagements and verifiable impacts.***
- ***Promote, diversify, and broaden participation, especially among digitally and tech-savvy youth.***
- ***Implement democratic consensus, and voting processes.***
- ***Eliminate intermediaries through decentralisation and transparency.***
- ***Provide incentive mechanisms to encourage positive actions.***
- ***Incorporate feedback loops for ongoing values alignment.***
- ***Develop a shared set of values and value-backed propositions.***
- ***Provide data security.***
- ***Unlock the potential for scaling the DAO to a borderless nation, potentially gaining diplomatic recognition.***

# BLOCKCHAIN & DIGITAL DEMOCRACY USE IN THE NGO SECTOR

Blockchain technology offers transformative potential for NGOs by enhancing transparency, accountability, and efficiency Let's consider some instances below.

## EXAMPLES OF NGO USE:

Built on Algorand, global payment app **HesabPay** is already proving the effectiveness of merging blockchain and aid delivery. It facilitates the world's largest humanitarian project ever to be run on a public blockchain, bringing support to more than 14,000 families in Afghanistan in collaboration with United Nations World Food Programme (WFP). [20]

Through its "Building Blocks" project, the **World Food Programme** also uses blockchain to distribute cash assistance. In 2022, Building Blocks was deployed in Ukraine to help coordinate assistance to those affected by the conflict. As a result, between 1 May and 31 August 2022, 18 organisations used it to contribute funds to 4 million per month. [21]

**UNICEFs**' CryptoFund accepts, holds, and disburses cryptocurrency donations, enabling transparent and efficient funding for open-source technology benefiting children and young people worldwide. It has a variety of use cases incl. leveraging innovative funding models, increasing efficiency and transparency of internal processes, and incentivising and encouraging the creation of open-source digital public goods funding and educational connectivity. [22]

**Oxfam** piloted a blockchain project called "UnBlocked Cash" in Vanuatu, using blockchain to distribute aid through a prepaid card system. This approach increases efficiency and ensures that funds reach those in need directly. Oxfam can disburse funds and monitor transactions remotely and in real-time. [23]

**Giveth** is a blockchain-based platform that aims to create a transparent ecosystem for charitable donations and social impact projects. It uses smart contracts to ensure transparency and accountability in donations and project management. Donors can see exactly how their contributions are being used and track the progress of projects. Giveth has supported various human rights initiatives, including projects focused on refugee aid, environmental sustainability, and education. [24]

***Insight 7***
***Blockchain technology can significantly enhance the efficiency, transparency, and trustworthiness of NGOs, enabling them to better serve their missions. By streamlining administrative processes through smart contracts, blockchain reduces the need for intermediaries, resulting in greater operational efficiency and cost reduction. The transparency of blockchain is particularly impactful, as its immutable ledger creates a permanent and unalterable record of all transactions.***

## BLOCKCHAIN TECHNOLOGY CAN BE TRANSFORMATIVE FOR THE NGO SECTOR IN SEVERAL WAYS:

**Transparency and Accountability:** Donors and organisations can track their donations and funding, and see the impact directly, fostering a stronger connection between donors and the cause. Likewise action-taking, and govenance involvement can be tracked in real time for streamlined and transparent decision-making. Immutable records on the blockchain allow for easy auditing and verification of transactions and activities, reducing the risk of fraud and corruption.

**Smart Contracts:** Smart contracts are autonomous agreements executed via code. They can cut down on human error and administration by automatically encoding functions on an "if this, then that" operational tree. Smart contracts can also automate and enforce agreements between parties, such as releasing funds when certain conditions are met (e.g., project milestones), or allowing a higher level of governance input once certain capacity building tasks have been completed.

**Decentralised Identity:** Blockchain typically keeps participant identity secure and private via the use of keys. These keys enable a participant to remain either anonymous or pseudonymous after initial verification. New technologies such as Zero-knowledge Proofs (zK proofs) also only reveal as much information about an individual's identity as necessary for any particular function.

**Supply Chain Transparency:** Blockchain can track the movement and use of resources (e.g., food, medical supplies) from suppliers to end recipients, ensuring efficiency and reducing wastage. Real-time tracking of resources can help NGOs manage their inventories more effectively and respond to needs promptly.

**Decentralised Decision-Making:** Blockchain-based voting systems can facilitate democratic decision-making within NGOs, involving all stakeholders in important decisions.

**Tokenisation:** NGOs can issue tokens to represent donations, or participant engagement which can be traded or used within specific ecosystems, creating new fundraising opportunities. Also, accepting donations in cryptocurrencies can open up new donor bases, especially among tech-savvy individuals and communities.

**Program Monitoring and Evaluation:** Blockchain ensures the integrity and security of data collected during monitoring and evaluation, providing reliable insights into program effectiveness. Immutable records can be used to measure and report on the impact of programs, enhancing transparency and accountability.

**Partnerships and Collaboration:** Blockchain can facilitate secure, transparent collaboration between NGOs, sharing data and resources efficiently. Blockchain can likewise enhance trust and accountability in partnerships with governments and private sector organisations, ensuring that joint projects are managed effectively.

# OTHER DIGITAL DEMOCRACY SOLUTIONS

It is useful to briefly consider other platforms using decentralised or open-source digital democracy initiatives. These are instructive for aspects of crowd-sourced and deliberate democracy, although they lack the immutability and provable ownership inherent in blockchain systems. A chief difference is in the ability to own the data rather than have it aggregated on the platform of an external provider.

Before considering the DAO at length, we look briefly at novel experiments in liquid and digital democratic systems and elicit key learnings from these platforms.

## EXAMPLES

**Decidem:** A participatory democracy platform that allows citizens to engage in decision-making processes, participate in consultations and follow the implementation of decisions. Decidim can be used in a public or private organisation, with hundreds or thousands of potential participants, such as a city council, a university, an NGO, a neighbourhood collective or a cooperative. Adopted currently by 240 institutions in 30 countries.
The platform features collaborative decision-making, proposals, debates, participatory budgeting. Most notably is has been used for citizen participation in Barcelona. [25]

**Pol.is:** is an open source, real-time system for gathering, analysing and understanding what large groups of people think in their own words, enabled by advanced statistics and machine learning. The system clusters similar viewpoints and visualises consensus and divisions. It has been used across a number of organisations, most notably to aid the democratic process in Taiwan where it was used to engage the public on digital issues. [26]
It incorporates novel consensus visualisation tooling, to show how participants realise consensus around a controversial topic. [27]

**Consul Democracy:** Is a platform used for citizen participation, consultations, and participatory budgeting. The open source software can be used right across the democratic process. Participants can open up spaces for debate, gather, evaluate and vote on citizen proposals, organise a participatory budget and collectively draft laws and regulations. The platform is widely used by over 300 cities and organisations globally. While it has been praised for its role in enhancing open, transparent, and democratic governance, it has also faced challenges such as complexity in implementation and scalability issues during high engagement periods. [28]

**Loomio:** Is an open-source platform that enables inclusive, transparent, and participatory decision-making. The platform allows communities and organisations to collectively manage projects, allocate resources, and make important decisions in a distributed manner. Questions have been raised about the platform's governance model and the degree of control or ownership that users and communities have over the platform and its development. [29]

**MUQA:** is the first implementation of quadratic funding mechanism for prioritising and funding of municipal public goods. The goal of the project is to replace the old ways the cities and citizens have funded local public goods with quadratic funding and web3 tools. [30]

Successful pilots have taken place in Split, Croatia, covering areas such as cultural projects and green spaces. Regular updates and events like hackathons and conferences aim to promote wider adoption and effective use of the platform.

**Citizens Foundation Iceland:** Is a platform that promotes open source software for democratic participation, in proposing and prioritising ideas and policies, to enhance public participation and transparency.

Known for tools like "Your Priorities," it has had notable success in enhancing democratic engagement in over 45 countries. Success stories include mass participation in Reykjavík, where 70,000 citizens engaged in community decisions. The platform is open source and highly rated for its effectiveness in promoting transparent and constructive public deliberation. [31]

**DemocracyOS:** Is an open-source platform designed to facilitate debate and voting on policy issues. Developed by the Democracia en Red NGO in Argentina, it provides digital tools for participatory budgeting, public consultation, collaborative law-making, and goal tracking.

Challenges have involved ensuring wide-scale adoption and engagement, maintaining platform security, and managing diverse user inputs. The platform's open-source nature allows for customisation, but requires significant management and technical resources. Potential security vulnerabilities have been identified and addressed over time. [32]

**The Wellbeing Protocol:** aims to empower citizens with direct influence over issues affecting their well-being. The tool focuses on micro-engagement in specific community use cases. Its uses collective decision-making to improve societal wellbeing, and it includes tools for participatory budgeting and grant-making, policy proposals, and community deliberation. It has been used most notably in New Zealand in the Tāne Ora trial, a Māori mens health group associated with Waiwhetū Marae, where the software was used for community decision making about the allocation of funding for sports and recreation activities. [33]

## SUMMARY

This section has examined several decentralised, open-source digital democracy initiatives While these platforms demonstrate potential, they also face challenges around usability, scalability, security, and governance that decentralised blockchain-based systems may help address. Importantly, they also lack the immutability and provable ownership inherent in block-chain systems.

Despite this, it's important to acknowledge that blockchain adoption in digital democracy is still in its early stages. Dependant on the blockchain chosen, significant challenges often still remain, including around scalability (and cost to do so), complexity and regulatory uncertainty.

Continued research, development, and collaboration are crucial for unlocking the full potential of blockchain in creating more inclusive and partici-patory democracies.

***Insight 8***
***Modern digital democracy initiatives evidence a growing appetite for more participatory, open, and technologically-empowered forms of democracy. Their successes and challenges offer important lessons for the potential of blockchain-based approaches like DAOs to further transform digital democracy.*** [34]

# ON DECENTRALISED SOCIAL MEDIA

Decentralised social media is a novel type of social networking that operates on a decentralised network, such as a blockchain, rather than being controlled by a single, centralised entity.
In decentralised social media, sometimes termed Web3 Social, data and content are distributed across multiple nodes or computers around the world, ensuring greater transparency, security, and user control. Users have ownership of their data, enhanced privacy, and are often able to earn rewards through platform-specific tokens for their contributions and engagement. This model aims to reduce censorship, increase freedom of expression, and create a more democratic and user-driven social media experience.

## EXAMPLES

**Lens Protocol:** is a fully composable and decentralised social graph built on the Polygon blockchain. It allows users to create profiles, post content, and build a following in a Web3-native way. Content and social connections are stored on-chain, enabling users to own their data and social graph. Notable features include permissionless profile creation, simultaneous usability across various client platforms, decentralised content feeds, and crypto-native monetisation options such as tipping and subscription models. The protocol is designed to work seamlessly with other Web3 applications, facilitating a connected ecosystem. Lens Protocol promotes community-driven governance, allowing users to have a say in the platform's development and decision-making processes. [35]

**Farcaster:** is a decentralised social network built on the Ethereum blockchain. The project is designed to give users true ownership and control over their social data and identity. Some key features of Farcaster include having user profiles and social connections stored directly on the blockchain, giving users self-sovereign control over their digital identity. The platform is built to be open and permissionless, allowing anyone to create an account and participate without approval from a central gatekeeper, and integrates web3 primitives like tipping, subscriptions, and tokenised content to allow users to earn from their creations. The platform is designed to be interoperable with other web3 applications and services, enabling users to seamlessly integrate their social identity and content across the ecosystem. Developers have the freedom to build new applications on the Farcaster network, incorporating innovative features and functionalities.

However, as a newer project, Farcaster is still early in its development and adoption. The team is continuously working to improve the platform's scalability, user experience, and overall ecosystem integration. [36]

**Nostr:** (an acronym for either Notes and Other Stuff Transmitted by Relays, or Network of Social Truths) is a protocol for distributed social networking, which was designed to be able to resist internet censorship and to be a decentralised alternative to traditional social media platforms.
Nostr consists of users publishing content via a cryptographic key pair to a "relay", a WebSocket server which sends and receives content for users that subscribe to it. This allows users to be able to have verifiable and portable accounts, as users have to sign all posts using their key pair to post under its identity.

Nostr is open and permissionless, and uses an event-based model where users can create, read, and relay various types of events (e.g., posts, messages, profiles) across the network. Nostr is designed to be interoperable with other applications and services, allowing users to seamlessly integrate their identity and content across different platforms. [37]

***Insight 9***
***Web3 Social applications all share a common goal of creating decentralised, user-centric social media platforms, but they differ in their technical approaches, monetisation models, and ecosystem integration. The immutable, censorship-resistant nature of Web3 ensures the integrity of advocacy content, while decentralised storage enhances data security. By adopting these technologies, NGOs can lead the way in creating transparent, resilient, and highly engaged online communities aligned around social justice and impact causes, and foster networks supportive of secure decentralised, censorship resistance and gamification.***

# PART THREE

## PROPOSED SOLUTION - AMNESTY HUMAN RIGHTS DAO

# DOA, WEB3 & THE BLOCKCHAIN FOR AMNESTY

Web3 is a newly emerging digital eco-system of decentralised infra-structure that utilises blockchain tech-nology. If the first iteration of the web gave use html pages and the ability to read and search, Web 2.0 gave us networks and the ability to contribute and connect. Web3 has sometimes been called the semantic web, but it's evolving into much more than that. It gives the ability for users to own their content, control access to it and move it across different platforms. You could say it's a move from the attention economy to the ownership economy. Blockchain technology is at the heart (or base layer) of Web3 technology. It is decentralised, immutable, instan-taneous and distributed across nodes rather than one centralised point. Information stored on the blockchain cannot be altered, but is additive - meaning it can be added to in order to create a new consensus.

Another fundamental innovation emerging from the blockchain space in recent years is the Decentralised Auton-omous Organisation (DAO). A DAO is a borderless and transparent organisation designed to achieve purpose-driven goals. The rules and procedures of a DAO are encoded in smart contracts, which execute and record participant consensus, transactions, or other activities on the blockchain. The DAO's interface and recording mechanism are built on the blockchain, with various protocol models and interfaces available—some incorporating attached data storage solutions and others relying on external data storage and availability solutions.

DAOs aim to enable communities to achieve their goals while reducing the need for intermediaries or centralised leadership to manage operations. By leveraging blockchain technology and smart contracts, DAOs provide a trans-parent, secure, and efficient platform for collective decision-making, enabling a more dynamic and responsive approach to governance and opera-tions.

***A DAO is a borderless, open, transparent organisation that aims to most efficiently achieve a set of purpose-driven goals through the use of consensus building, incentive mechanisms and distributed input. "Web3 embodies a seismic shift towards a more inclusive and user-driven internet," elucidates Sarah Garcia, a blockchain technology researcher at MIT. "By endowing users with ownership of their data and online identities, Web3 harbors the potential to forge a fairer and more fortified digital ecosystem."*** [38]

# THE AMNESTY HUMAN RIGHTS DAO

This project involves the scoping, designing and ultimately testing of a Human Rights DAO for Amnesty, and represents a great opportunity to establish innovative and influential partnerships, that can not only bolster Amnesty's global reputation, but also reinforce it as a thought leader in the field of Human Rights Education (HRE). By sharing expertise and knowledge in HRE, Amnesty can aim to further empower individuals to make informed decisions and take meaningful actions to uphold their human rights. This, in turn elevates human rights advocacy, provides indicators for social impact, and strengthens and amplifies the Amnesty movement.

By employing blockchain technology and the principles of a DAO, Amnesty can demonstrate decentralised and transparent thought leadership, crowd sourced advocacy and relational ways of working.

Amnesty can have the lofty aim of being curators of a human rights culture that contributes to building global identity - a human rights centered culture of belonging, connected to Amnesty's evolutionary purpose.

## KEY FEATURES

The DAO itself could be built using any number of different blockchain and DAO building solutions, including being scaled from an existing DAO. For our purposes here we will describe the main features of the proposed DAO, with the research into the specific platform and tech stack solution being undertaken at a later stage.

## A DIGITAL SUPPORTER JOURNEY WITH THE TOOL MIGHT LOOK LIKE:

**onboarding + knowledge base** » **HRE + public discussion + advocacy skills** » **supporter micro-engagement + public conversation** » **blockchain ledger record + impact measurements** » **tokenisation + Incentivisation**

Let's consider the key features for the Amnesty Human Rights DAO:

**Democratising Access & Participation**

- DAOs democratise the process of knowledge sharing by allowing anyone with an internet connection to potentially participate, regardless of geographical location or socio-economic status. This inclusivity harnesses a broader spectrum of insights and expertise, enriching the organisation's knowledge base and can allow for anonymous expression and secure data storage for those denied the right of freedom of expression..
- Token-based incentives ensure active and sustained participation. Contributors are rewarded for their input, aligning individual incentives with the organisation's goals.
- DAOs allow for experimentation with various governance models, such as liquid democracy, quadratic voting, and more, to find the most effective ways to enhance digital democracy.
- DAOs operate on blockchain technology, allowing for decentralised governance where decisions are made collectively by token holders rather than a centralised authority. This democratises power, ensuring that all participants have a say in the direction and priorities of the organisation.

**Transparent and Immutable Records**

- Blockchain technology ensures that all contributions are recorded transparently and immutably. This fosters trust and accountability, as every decision and piece of knowledge can be traced and verified.
- Transparent voting mechanisms enable the community to prioritize and implement the best ideas, ensuring that the collective wisdom of the crowd guides the organsation's evolution.
- The open nature of blockchain allows for real-time auditing of financial flows and decision-making processes, reducing the risk of corruption and ensuring accountability.

**Decentralised Decision-Making**

- DAOs eliminate the bottlenecks associated with traditional hierarchical decision-making. By decentralising authority, they allow for more agile and timely responses to emerging opportunities and challenges.
- Smart contracts automate and enforce decisions, reducing the need for intermediaries and ensuring that agreed-upon actions are executed efficiently and reliably.
- The DAO can allocate resources directly to human rights projects and initiatives, bypassing traditional intermediaries and ensuring that funds reach those who need them most efficiently.

**Inclusivity and Accessibility:**

- The DAO model encourages active participation from supporters, as their input and votes directly influence the organisation's direction. This sense of ownership and involvement can lead to a more engaged and committed community.
- DAOs embody the principles of deliberative democracy by facilitating discussion, debate, and consensus-building among participants. This collective decision-making process ensures that diverse perspectives are considered, leading to more informed and representative outcomes.
- Participation in the DAO can also serve as a platform for education and awareness, as supporters learn about human rights issues and the impact of their contributions through active involvement.

**Scalable and Flexible Operations**

- DAOs are inherently scalable. As more members join and contribute, the organisation's capacity to generate and process knowledge expands exponentially.
- Flexible governance models allow DAOs to experiment with different approaches and structures, learning from successes and failures to refine their operations continually.

**Incentivisation and the Value economy**

- Users can be rewarded for their contributions to the platform through tokens or other incentives. This can create a more equitable system where users benefit directly from their participation and contributions.
- The value of the DAO's token is backed by human rights metrics, creating a direct link between financial incentives and social impact. This innovative approach ensures that the token's value reflects the success of human rights initiatives, encouraging investment in social good.

***"Successful innovation involves more than brilliant ideas. To truly transform society, an innovation must move from an idea to a solution that can be deployed - at scale."*** [39]

# KEY IMPACT INDICATORS FOR AMNESTY DAO:

**Transparent Governance and Decision-Making**
Metric: Number of proposals submitted, votes cast, and decisions recorded on the blockchain.
Example: Each funding proposal for a human rights project would be submitted to the DAO for a vote, with all votes and decisions transparently recorded on the blockchain.

**Incentivising Participation**
Metric: Number of tokens distributed for participation in human rights activities.
Example: Activists and volunteers could earn tokens for participating in protests, educational campaigns, or providing legal aid.

**Funding and Resource Allocation**
Metric: Amount of funds raised and allocated to human rights projects.
Example: A crowdfunding campaign within the DAO could raise funds for a specific human rights case, with all transactions tracked on the blockchain.

**Tracking and Measuring Impact**
Metric: Number of human rights cases supported, policies influenced, and individuals aided.
Example: The DAO could track the outcomes of funded projects, such as successful legal defenses or policy changes achieved.

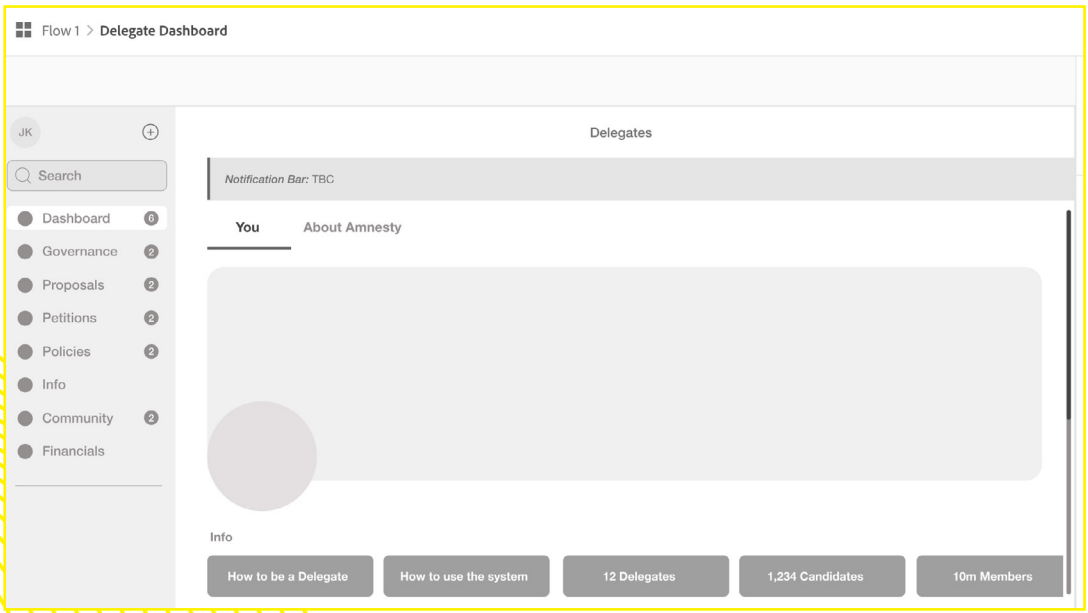
**Community Engagement and Awareness**
Metric: Levels of engagement on social platforms, number of educational resources distributed, and awareness campaigns conducted.
Example: Tokens could be used to reward individuals who share educational content or participate in awareness campaigns.

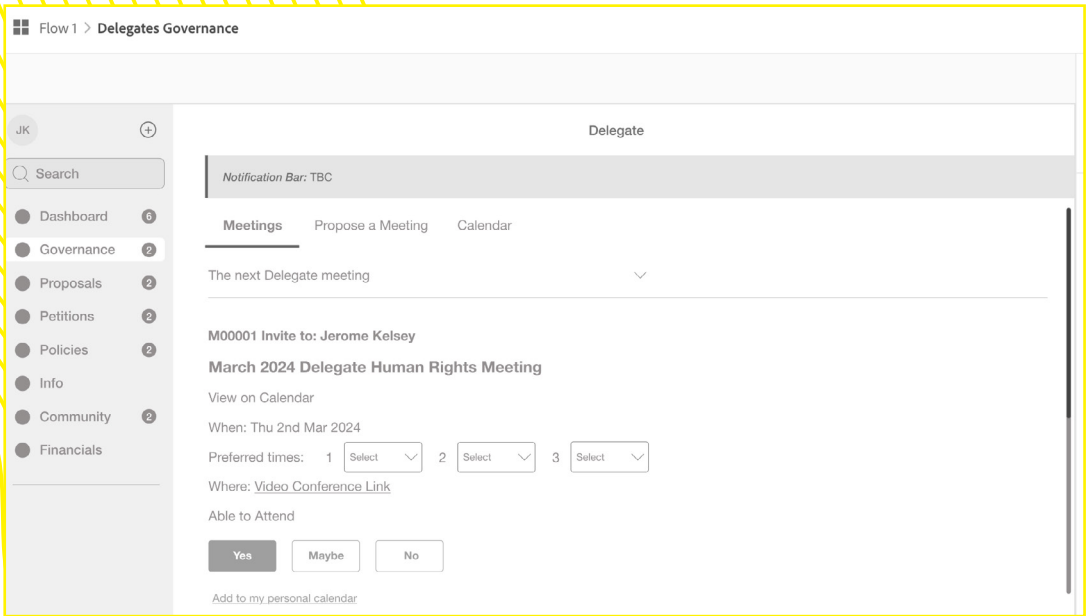
***By empowering supporters, enhancing transparency, aligning financial incentives with social good, and fostering a more engaged community, the DAO model has the potential to revolutionise the intersection of blockchain technology and digital deliberative democracy, and significantly enhance the effectiveness and impact of human rights efforts in the digital age.***

# WIREFRAMES

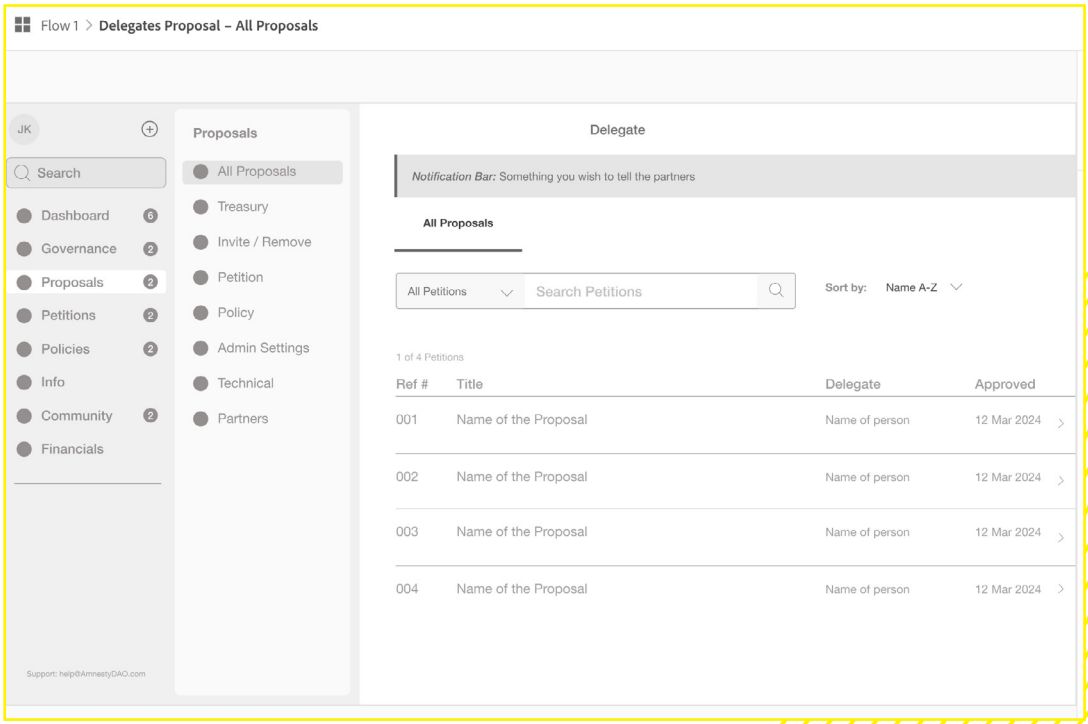
Working with the team at **FreeDao New Zealand** [40] we have developed a number of wireframes to anchor the development of the UX and UI for the DAO being proposed.

These wireframes give the general feel of how the user interface may look in a general sense, but don't show toke-nomics as yet. [41]



# WIREFRAMES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Treasury
Invite / Remove
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Policy
Admin Settings
Technical
Partners
Delegate
Notification Bar: Something you wish to tell the partners
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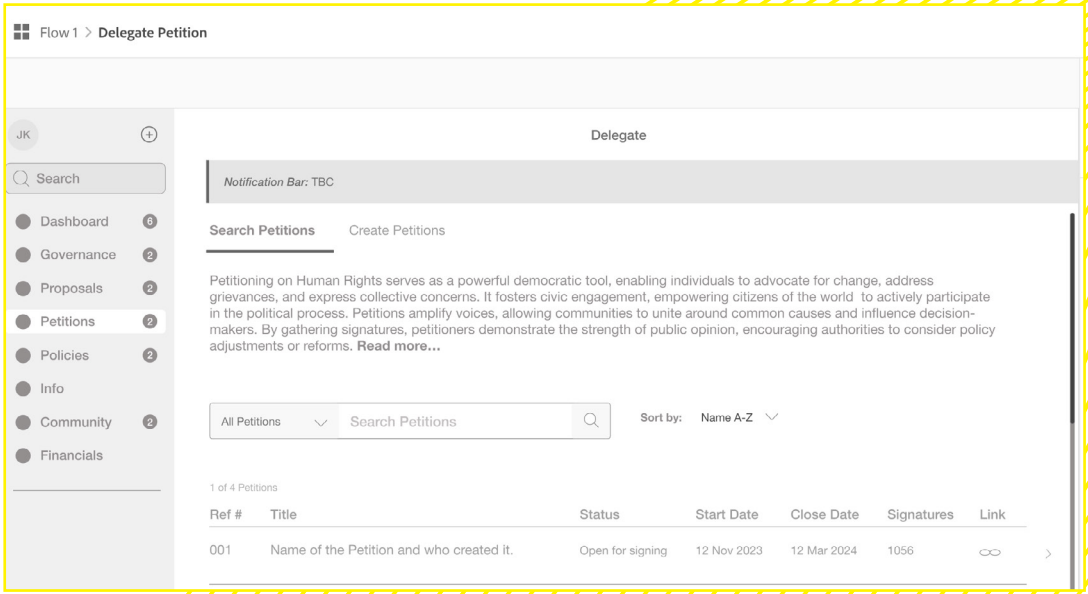
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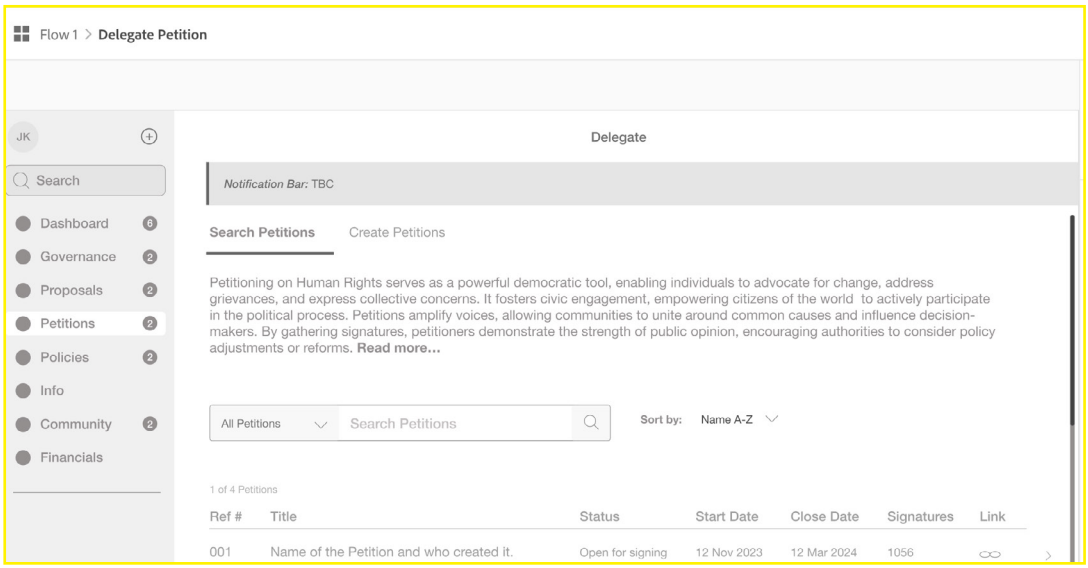
Notification Bar: TBC
Search Petitions
Create Petitions
Petitioning on Human Rights serves as a powerful democratic tool, enabling individuals to advocate for change, address grievances, and express collective concerns. It fosters civic engagement, empowering citizens of the world to actively participate in the political process. Petitions amplify voices, allowing communities to unite around common causes and influence decision-makers. By gathering signatures, petitioners demonstrate the strength of public opinion, encouraging authorities to consider policy adjustments or reforms. Read more...
All Petitions
Search Petitions
Sort by: Name A-Z
1 of 4 Petitions
Ref # Title Status Start Date Close Date Signatures Link
001 Name of the Petition and who created it. Open for signing 12 Nov 2023 12 Mar 2024 1056

# WIREFRAMES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Search Petitions
Create Petitions
Petitioning on Human Rights serves as a powerful democratic tool, enabling individuals to advocate for change, address grievances, and express collective concerns. It fosters civic engagement, empowering citizens of the world to actively participate in the political process. Petitions amplify voices, allowing communities to unite around common causes and influence decision-makers. By gathering signatures, petitioners demonstrate the strength of public opinion, encouraging authorities to consider policy adjustments or reforms. Read more...
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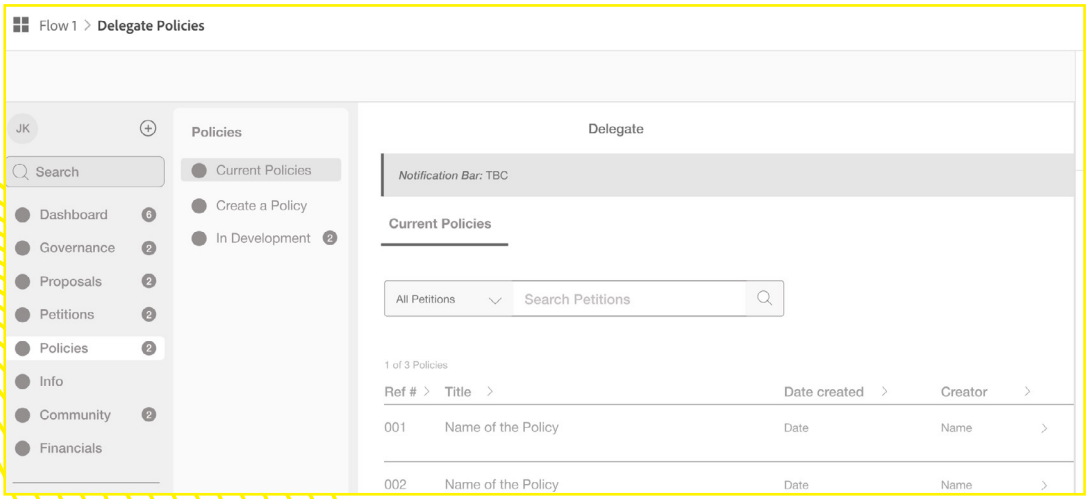
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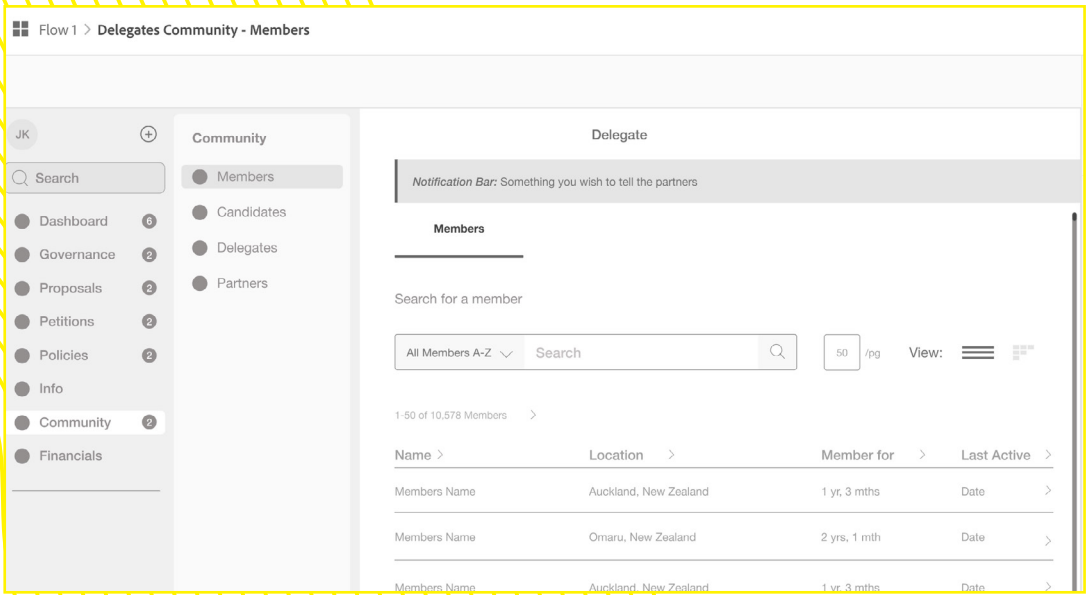
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# TOKENISATION, SOCIAL CAPITAL AND UTILITY

DAOs aim to enable communities to achieve their goals while reducing the need for intermediaries or centralisation. As community engagement and micro-actions occur (whether contributing to a discussion, voting on a proposal, or doing an action) each contributor builds their own engagement profile. Each action is recorded with an on-chain token and gives contributors a record of actions and, as the platform progresses and the collective value of the network increases, potentially a share in the value created.

Mutuality and agency are key drivers to encourage participants to get skin in the game. By aligning incentives across participants and stakeholders, an Amnesty DAO community can maximise social capital and the utilities created.

Blockchain technology enables the creation of these tokens that represent various forms of value. These tokens can be exchanged, creating new forms of social and economic interactions reflecting the idea of value being socially constructed through exchange. The record of this value is through the transparent and immutable blockchain ledger, contributing (just like in traditional gift cultures) to an increase in trust through the availability of shared records and value measurement.

Tokenomics covers all aspects of a token's creation, management, and distribution, including any rules for staking, voting, or rewards. The token can be used within the DAO ecosystem itself to, record advocacy or social justice micro-actions, reward participants for completing skills or training, or for raising or voting on proposals etc, or as an interoperable asset to be transferred for other forms of value on the Web3 internet. In most tokenomic models these use cases are responsible for the token's demand and outline all the different ways that token holders can use the token in a DAO including the value they get that motivates them to actively earn tokens.

Tokenisation can unlock different types of value:

- network value - community access, belonging and connection around a common mission to build reputation and enhance peer-to-peer relationships,
- utility value - tools, products and events provided by and for the community, and
- governance value - ability to vote on proposals, through multi-sig and on-chain voting for instance, for campaign focus or resource allocation.

The value of the token is derived from underlying social capital of the issuer, in this case the decades long work of Amnesty in international human rights. Combined with this is the utility added to the token. The utility is Amnesty's thought leadership, research and advocacy in human rights, as well as its track record and combined weight of an aligned community promoting and protecting human rights - and the ability of participants to contribute to the mission and vision of Amnesty and thereby also share in the upsides.

A DAO, utilising tokenomics can ensure communities can come together online at speed. This unlocks three key components of advocacy and fund-raising:

- radical efficiency, mobilising funds and campaign action online at great speed, providing a new possibility set for amplification and activation (the recent UkraineDAO is a relevant example)
- accountability and transparency for donors, with potential rapid deployment of funds for a campaign, and
- censorship resistance.

Tokenomics of a Web3 project should entail a well-defined balance between token demand and supply. It is designed to make the stakeholders and donors of the project not only sure of stable token growth but also to act as a powerful stimulus for participants of the DAO to actively participate in it. In other words, it has to serve as motivation to actively earn tokens and spend time on the project.

All of these reasons mean that a correctly-prepared Token Cap Table and well-thought-out token use cases are a cornerstone of any Web3 project's successful development and are vital to sparking strong interest from investors. A Token Cap Table contains information about the total token emission and the division of tokens into different pools and explains the distribution and earning methods.[42]

From enhancing supply chain transparency in humanitarian aid to incentivising sustainable behaviours among communities, the trend for further tokenisation is growing.

***A Human Rights value token could incentivise participation in human rights campaigns and advocacy. Users earn tokens by participating in initiatives, upskilling their advocacy techniques, attending virtual meetings, raising proposals and contributing to discussions. Mutuality and agency are key drivers to encourage participants to get skin in the game. By aligning incentives across participants and Amnesty stakeholders, an Amnesty DAO community can maximise social capital and the utilities created. Value is not a fixed of intrinsic property, but is shaped through social processes, interactions and the building of trust and shared beliefs.***

Social and Value tokens are increasingly being used to incentivise and record positive social actions. These tokens leverage blockchain technology to reward community members for engaging in socially beneficial activities, creating a transparent and immutable record of contributions. Here are some notable examples:

**GoodDollar**
GoodDollar is a social impact project that aims to create a universal basic income (UBI) using blockchain technology. It issues GoodDollar tokens (G$) to individuals as a form of basic income, encouraging financial inclusion and economic empowerment. The project is designed to encourage participation in social good by creating positive feedback loops. Participants can earn additional tokens by promoting the project, educating others about financial literacy, or engaging in community-building activities.[43]

**ImpactMarket**
ImpactMarket is a decentralised poverty alleviation protocol that allows communities to create their own local economies and distribute unconditional basic income (UBI) in the form of social tokens. Community members receive tokens for participating in local governance, community service, and other socially beneficial activities. The blockchain records all transactions and contributions, providing transparency and accountability in how funds are distributed and used within the community.[44]

**Gitcoin**
Gotcoin is a platform that funds open-source projects through grants and crowdfunding, utilising cryptocurrency to support public goods and community-driven projects. Gitcoin uses a quadratic funding model for grants, which amplifies the impact of smaller contributions. This model encourages broad community participation, making it easier for grassroots projects to gain support. [45]

**Justice DAO**
JusticeDAO's mission is to provide global access to justice through blockchain technology. It allows members to support legal causes and earn rewards, aiming to redistribute power and create a fairer society. Members participate in decision-making processes through token-based voting systems. It provides grants and support to grassroots organisations and projects that align with its mission.[46]

**HumanityDAO**
HumanityDAO is an initiative that uses social tokens to reward individuals for participating in humanitarian activities and social good projects. Volunteers earn tokens for their participation in activities such as disaster relief, environmental cleanup, and community service. These tokens serve as a record of their contributions and can be used to access exclusive community benefits or services. The DAO continues to function focused on various social impact projects, including initiatives related to identity verification and Universal Basic Income (UBI) via the Proof of Humanity (PoH) registry [47]

**Sweatcoin**
Sweatcoin is a mobile app that rewards users with digital currency, called Sweatcoins, for walking or exercising. The app tracks physical activity using GPS and accelerometer data, converting steps into Sweatcoins. Users can then redeem Sweatcoins for various goods, services, or experiences available through the app's marketplace. It operates on the principle that when you look after your health, you benefit society, and you help save $billions in healthcare. "Your movement has value: you deserve a share in it." Sweatcoin has gained attention for integrating fitness with digital rewards, appealing to users who are motivated by earning rewards while staying active.[48]

***Insight 10***
***Social value tokens represent a powerful tool for incentivising and recording positive social actions. By leveraging blockchain technology, these tokens create transparent, accountable, and rewarding systems that encourage individuals to contribute to the betterment of their communities, and ensure they are effectively contributing to social impact.***

# EXAMPLE USE CASES

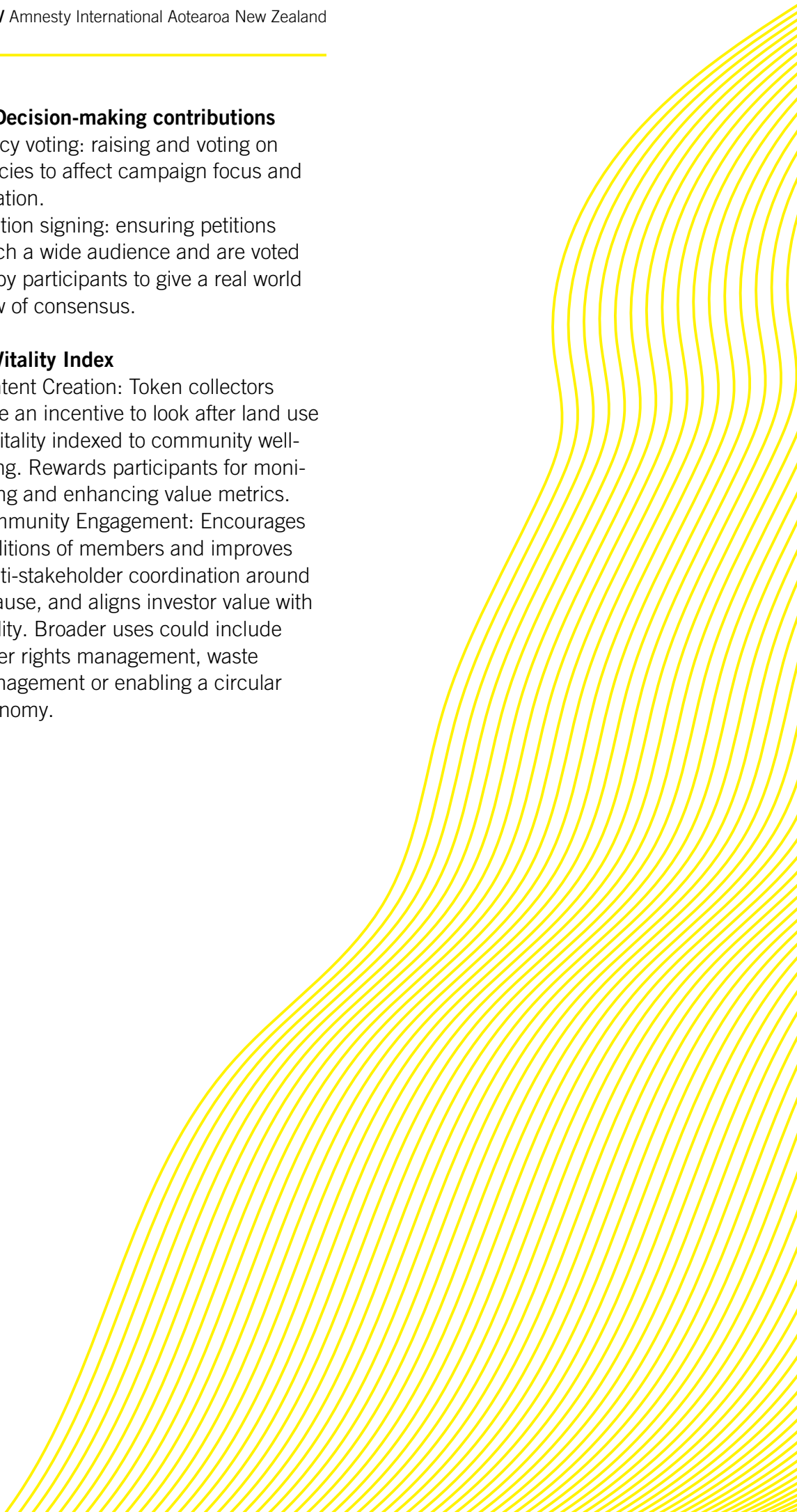
**1. Documenting Human Rights Violations / Human Rights observer work**
Crowdsourced Reporting: Allow community members to report human rights violations using a decentralised application (dApp). Verified reports earn Tokens, incentivising accurate and comprehensive documentation.
Data Transparency: Use blockchain to store reports, ensuring they are tamper-proof and accessible for advocacy and legal actions.

**2. Supporting Legal Aid**
Legal Fund Allocation: The DAO can allocate funds to provide legal aid to victims of human rights abuses, with decisions made through community voting.
Pro Bono Participation: Lawyers and legal experts can earn the token by offering pro bono services through the platform.

**3. Educational Campaigns**
Content Creation: Reward educators and activists for creating and sharing educational content on human rights topics. Reward participants for completing training modules.
Community Engagement: Organise virtual and physical events, rewarding participants with the token for attending and contributing.

**4. Decision-making contributions**
Policy voting: raising and voting on policies to affect campaign focus and iteration.
Petition signing: ensuring petitions reach a wide audience and are voted on by participants to give a real world view of consensus.

**5. Vitality Index**
Content Creation: Token collectors have an incentive to look after land use or vitality indexed to community well-being. Rewards participants for monitoring and enhancing value metrics.
Community Engagement: Encourages coalitions of members and improves multi-stakeholder coordination around a cause, and aligns investor value with vitality. Broader uses could include water rights management, waste management or enabling a circular economy.



# MEMBERSHIP, GOVERNANCE AND VOTING

Membership tiers, governance, and voting in DAOs are key aspects that shape how decisions are made and how power and responsibility are distributed among participants.

**Membership:** Defines the criteria for membership, including rights, responsibilities, and the process for adding/removing members. Typically, there will be tiers to steward the different levels of engagement. From original DAO architects, system moderators and organisational senior staff at one end, and then levels of participants, from first time members to those who incrementally gain more governance rights (such as the ability to independently raise a proposal), and decision-making power. Here we can apply an innovative approach to membership models. Digital membership could be based on territory or specific thematic interests. All members would need to sign an appropriate code of conduct.

**Governance:** Details the decision-making processes, voting mechanisms, and the roles of smart contracts, or administrative actions by the DAO's operational team. Governance decisions and proposals are executed through smart contracts, which automate the implementation of approved changes or new initiatives. This ensures transparency and adherence to the DAO's rules.

Governance architecture sometimes requires trade-offs between competing demands. For instance, between expediency, which favours rapid decisions made by a few, to inclusivity, which allows all stakeholders a say, regardless of how long that might take; or between determinism, which favours autonomous rules hard-coded, to adaptability or discretion, which allows for different voting attribution, permissioned systems and improvement proposals. "Good governance" is not easily defined for communities whose value lies in self-determination via self-governance. Each community must try to define good governance for itself.

**Voting Mechanisms:**

1. Direct Voting: Members vote directly on proposals, with outcomes determined by majority rule or other predefined criteria.
2. Quadratic Voting: Members allocate votes based on the intensity of their preferences, with the cost of additional votes increasing quadratically. This method aims to give a more nuanced view of community priorities.
3. Token-Based Voting: Voting power is often proportional to the number of tokens held. This can incentivise holding and using tokens to influence governance.
4. Delegated Voting: Members can delegate their voting power to trusted representatives or experts, allowing for a more efficient decision-making process.
5. Snapshot Voting: This off-chain voting method uses a snapshot of the blockchain at a particular time to determine voting power, facilitating fast and low-cost votes.
6. Sortition (Randomised) Voting: Members are randomly selected from the pool of token holders to participate in decision-making or governance roles. This method aims to create a more representative and less biased decision-making process.

These elements collectively determine how a DAO operates, how decisions are made, and how power and rewards are distributed among its members. [49]

DAO voting processes balance efficiency and effectiveness considerations. They seek to avoid familiar problems in governance systems, such as rational apathy (where voters do not participate because it requires time and effort), and plutocracy (a concentration of power deriving from wealth). Token-based quorum voting is the simplest form of voting, used in many leading DAOs. For a proposal to be submitted and passed, a certain number or percentage of tokens must participate. Effective community governance depends on establishing and maintaining strong voting practices.

***Insight 11***
***DAO governance mechanisms provide significant value by democratising decision-making and aligning incentives with the organisation's goals. They offer insights into member engagement, preferences, and participation, ensuring diverse perspectives influence decisions. Mechanisms like direct voting, quadratic voting, and sortition balance power, reduce biases, and enhance transparency. These mechanisms help DAOs adapt to community needs, foster collaboration, and maintain a clear, immutable record of decisions, ultimately driving the organisation's effectiveness and accountability.***

# ON DAO JURISDICTION

The legal and regulatory landscape pertinent to DAOs and blockchain based institutions is ever evolving, in a complicated environment of rapid technological innovation and markets and regulators struggling to write rules fit for purpose. Currently major jurisdictions do not offer regulatory clarity (as of the time of writing this paper in mid 2024), and have left it to smaller states and jurisdictions to test the waters. The aspect of regulation and jurisdiction becomes crucial for a DAO looking to hold or disburse funds through crypto currencies or tokens - especially when across international borders. It is less crucial when dealing only with governance or non-treasury related DAO actions, but still important when considering the downstream liability of any actions that a DAO takes that may have real world implications.

Due to their decentralised nature, DAOs often transcend geographical boundaries, operating in an environment that is not easily pinned to a specific location or jurisdiction. As a result, they are well advised to consider the location of membership, main operations and management team. To effectively navigate the complex legal landscape, DAOs need to proactively understand how their structure, membership, and operations might be impacted by jurisdictional issues. While a universally accepted legal framework for DAOs is still developing, recognising these challenges is essential for finding a viable DAO model.

Almost all DAOs have legal concerns, the paramount concern being joint and several liability of members.
In the past few years, a number of friendly jurisdictions have emerged that support DAOs with clear registration processes and legal frameworks:

## 1. SWITZERLAND

Swiss Associations are non-profit, member-based organisations recognised under Swiss law. What sets them apart is that they are self-governed and designed to work towards a common goal, much like a DAO.
The laws governing these associations are quite flexible, allowing for a range of governance structures, which can mirror the decentralised governance model of a DAO.
**Optimum legal wrapper -** Foundation, Association or Cooperative (incorporated under the Swiss Civil Code).
**Constitution / management -** Registered office within Switzerland, bank account within or outside Switzerland. One Foundation Board member must be a resident of Switzerland, although this restriction doesn't apply for Associations.
**Taxation -** potential tax advantages for non-profit DAOs, and those acting in the common public interest.
Compliance considerations - Compliance with Swiss banking standards and Know Your Customer (KYC) regulations may be required.
**Tokenisation -** Utility and payment tokens do not qualify and securities if their sole purpose is to grant digital access rights to an application or service and if the utility token can be used in this way at the point of issue. Utility tokens are also not included in anti-AML requirements. Asset and equity tokens however are considered securities.

## 2. WYOMING, USA

Wyoming offers significant advantages for DAO registration, including formal legal recognition through state-specific legislation, limited liability protection for members, and various decentralised decision-making models. Wyoming's business-friendly environment further simplifies legal and operational challenges, making it an attractive jurisdiction for DAOs seeking stability and efficiency.

**Optimum legal wrapper** - Limited Liability Company (LLC)

**Constitution / management** - DAOs can be member-managed or algorithm-managed. Legal recognition of DAO governance via smart contracts. Members have limited liability for debts and actions of the DAO.

**Taxation** - DAOs must track and report token transactions for tax purposes. This includes token sales, exchanges, and distributions.

**Tokenisation** - Wyoming offers a progressive regulatory environment for DAOs and tokenisation, but careful attention to both state and federal regulations is essential. If tokens are used for voting, the DAO must establish clear rules for token-based governance. This includes how voting power is allocated, voting mechanisms, and decision-making processes. Wyoming's DAO LLC Act allows DAOs to issue tokens, which can represent voting rights, ownership stakes, or other governance aspects. The Act recognizes tokens as digital property.

## 3. MARSHALL ISLANDS

The Marshall Islands have become an appealing jurisdiction for DAOs due to their forward-thinking regulations and support for blockchain-based entities. In this purpose-built jurisdiction, both for-profit and non-profit DAOs are allowed to register, and the enabling act provides definitions and regulations for DAO formation, agreements, and the use of smart contracts.

**Optimum legal wrapper** - Non-Profit Entity, Foundation or Limited Liability Company (LLC).

**Constitution / management** - Aims to align with international standards, making it easier for DAOs to operate cross-border. Emphasizes transparency and accountability in corporate governance.

**Taxation** - DAOs are not required to file annual tax returns with the Marshall Islands.

**Tokenisation** - The framework supports various token types, including governance, utility, and security tokens. Token-related activities, such as issuance, trading, and distributions, are not subject to local taxes.

Other jurisdictions currently attempting to incorporate DAO structures into regulatory frameworks include the British Virgin Islands, Abu Dhabi and Singapore. [50]

It's evident that as DAOs gain traction, they will influence, and be influenced by, evolving legal norms. By staying informed, being proactive, and placing a premium on transparency, DAOs can navigate the multifaceted legal waters with agility. As we move forward, the dance between DAOs and legal systems will undoubtedly continue. [51]

# RISK ANALYSIS / HURDLES TO ADOPTION

DAOs have emerged as innovative models for decentralised governance and collaboration. However, various risks can be identified for any organisation looking to adopt this disruptive technology.

We can briefly indicate some factors here, with an acknowledgement that any mitigation would involve further work to establish efficacy. While various challenges are identified, proactive measures, informed decisions, and a commitment to transparency can equip DAOs to navigate this complex landscape with confidence and foresight.

## IDENTIFIED RISKS:

**1. Business Disruption:** Transitioning to a DAO or more decentralised organisation requires significant cultural change, and not all members may be prepared for the level of autonomy and responsibility it entails. Additionally, the complexity of adaptive systems can lead to uncertainty and discomfort among members used to traditional hierarchical structures, or workflows. Another challenge facing DAOs is the social and cultural barriers that could limit their appeal and participation. DAOs require a high level of trust, collaboration, and coordination among their members, who may have diverse backgrounds, interests, and preferences. Moreover, DAOs could face resistance or skepticism from the communities that they aim to disrupt or transform.
**Mitigation**: Pilot programmes and consensus building exercises with all involved, coupled with a slow incremental and if necessary parallel implementation approach. DAOs need to foster a strong and inclusive culture, provide education and support for its members, and build bridges and alliances with other stakeholders.

**2. Technology Barriers:** Ensuring that the technology is accessible and understandable to a broad audience is crucial to avoid excluding those who are less tech-savvy. Technical and security issues could also compromise DAO functionality and integrity, as DAOs rely on blockchain technology and smart contracts, which are still evolving and maturing, and which could have bugs, vulnerabilities, and limitations. DAOs also require a high level of digital literacy, awareness, and engagement from their members, who may face learning curves, information asymmetries, and cognitive biases.
**Mitigation:** To overcome this challenge, DAOs need to adopt robust and reliable technical solutions, implement security best practices, and monitor and audit their systems and processes. Onboarding tools and guiding participants into active roles is crucial, as is beta testing and feedback loops.

**3. Energy Consumption Arguments:** Some blockchain operations have been criticised for being very energy intensive and at odds with public perceptions about the effects of climate change.
**Mitigation:** Educate staff and stakeholders about newer blockchains that use proof of stake consensus mechanisms, not the energy intensive proof of work mechanism. Also work with renewable, off-grid and grid-share operations for mining and protocol maintenance.

**4. "Voter" (Participant) Apathy:** Sustaining active and engaged participation within the DAO community can be a challenge. Many DAOs will face the 80/20 issues (with 80% of content and ettention generated from 20% of participants). DAOs can foster community engagement by promoting transparency, encouraging open communication, organising regular community events, and providing incentives for participation. The DAO should aim to regularly update the platform with new features, projects, and rewards to maintain interest and participation.
**Mitigation:** Education about building on-chain Web3 assets and profiles, digital ownership, Incentives for participation, and interoperability rewards.

**5. Costs of Implementation:** Building and coding bespoke DAOs in blockchain can be expensive and time intensive. Developer cost and demand in the space can be at a premium.
**Mitigation:** Budgeting and an incremental approach to investment is crucial.

**6. Scalability:** Managing large-scale DAOs can be challenging and may require sophisticated mechanisms to ensure effective governance and decision-making. As DAOs grow in size and activity, scalability and efficiency become crucial factors.
**Mitigation:** DAOs can explore technological solutions such as layer-2 scaling solutions or optimized consensus algorithms to enhance transaction throughput and reduce costs.

**7. Regulation and Legal Frameworks:** Navigating the regulatory landscape and establishing legal recognition for DAOs can be complex, as they often operate in an evolving regulatory landscape that lacks clear guidelines for their specific nature. Different laws and audit requirements in different jurisdictions may impact implementation. Further, DAOs often operate across borders and jurisdictions, which makes them subject to different and sometimes conflicting laws and regulations. DAOs challenge the traditional notions of legal personality, liability, and representation, which could create legal risks and disputes for their members and stakeholders.
**Mitigation:** DAOs can navigate this challenge by actively engaging with regulatory bodies, seeking legal counsel, and collaborating with industry associations to shape favorable regulations and compliance frameworks. DAOs need to establish clear and transparent governance rules and dispute resolution mechanisms. Following industry and Govt leads, and adopting financial DAO aspects at a later date when issues have been resolved or early adopters have tested the platform efffectively, is a wise approach. Smart contracts can be established to meet regulatory requirements for many jurisdictions. But, there will be costs involved in engaging with regulators and amending smart contracts.

**8. Privacy and the Right to Forget:** The "right to forget" (or "right to be forgotten") is a legal concept that allows individuals to request the deletion of their personal data from online platforms. This right is enshrined in various privacy regulations, such as the European Union's General Data Protection Regulation (GDPR). Once data is added to a blockchain however, it is nearly impossible to remove or alter it. This immutability ensures trust and security but conflicts with privacy rights, such as this right to forget. Individuals participating in a DAO may have their actions and decisions permanently recorded on the blockchain.
**Mitigation:** Sensitive data can be stored off-chain, with only references or hashes stored on the blockchain. This allows for the possibility of data deletion or modification off-chain, while the blockchain remains intact. Various "Layer Zero" data storage and availability options have been developed so that the data itself is securely stored and retrieved when authorised, rather than being always publicly viewable. Zk (zero-knowledge) proofs can also be utilised to enable the verification of transactions or data without revealing the underlying information or identity of the data source. This can be particularly useful where participants don't want to be identified for fear of censorship or political persecution.

**9. Governance Complexity:** DAOs operate on the principle of decentralised decision-making, which can introduce complexities in terms of coordination and consensus when defining member rights and obligations.
**Mitigation:** Clarifying the rights, responsibilities, and potential liabilities of DAO members can mitigate risks and ensure that all participants are on the same page regarding legal expectations. To further address this challenge, DAOs can establish clear governance structures, define roles and responsibilities, and implement efficient voting and dispute resolution mechanisms to ensure effective decision-making.

**10. Security and Auditing:** Smart contracts, which underpin DAOs, are susceptible to security vulnerabilities and exploitation. Security is a paramount concern in the crypto space, and DAOs are no exception. The decentralized nature of these organisations makes them attractive targets for malicious actors seeking vulnerabilities. Incidents of hacking and exploitation can not only result in financial losses but also erode trust in the entire DAO ecosystem.
**Mitigation:** DAOs can prioritise security by conducting regular security audits, implementing best practices in smart contract development, and encouraging bug bounties and vulnerability reporting.

**11. User Experience (UX):** Ensuring a seamless and user-friendly experience for participants is essential for DAO adoption. Many Crypto DAOs suffer from complex interfaces and intricate governance structures. This complexity poses a significant barrier to entry, deterring potential participants who may find it challenging to understand and navigate the intricacies of the system. A lack of user-friendly experiences limits the inclusivity of DAOs, preventing them from realising their full potential.
**Mitigation:** DAOs can invest in intuitive user interfaces, educational resources, and support systems to lower the barriers to entry and enhance the overall user experience. Crucial to this process is a robust feedback loop to incorporate ongoing suggestions for improvement. Further, DAOs can research Indigenous ideas of relationality and consensus building to reimagine interfaces.

**12. Token Economics and Incentive Alignment:** Designing an effective token economy that aligns the interests of stakeholders can be complex.
**Mitigation:** DAOs can address this challenge by conducting thorough economic analysis, incentivising active participation and contribution, and periodically reviewing and adjusting token distribution mechanisms.

**13. Adaptability and Staying Relevant:** The Web3 space evolves rapidly, and DAOs must stay ahead of the curve to remain relevant. Failure to update and adapt to changing market conditions, technologies, and user expectations can render DAOs obsolete or less effective in achieving their intended goals. To ensure ongoing inclusivity and a diverse participant base, the DAO could provide multilingual support, low-cost access options, and outreach programs to marginalised communities.
**Mitigation:** To overcome this challenge, DAOs need to foster a culture of innovation and experimentation, adopt a flexible and agile approach, and leverage the collective intelligence and creativity of their members. Moreover, DAOs have to learn from their successes and failures, and continuously improve and optimise their processes.[52]

***Insight 12***
***While DAOs present exciting opportunities for decentralised governance, they also face numerous challenges that require careful consideration and mitigation strategies. From business disruption and technology barriers to energy consumption and regulatory hurdles, these risks highlight the complexity of adopting this innovative blockchain technology. However, with thoughtful planning, robust security measures, and a commitment to education and community engagement, organisations can navigate these hurdles effectively. Paving the way for more inclusive, transparent, and resilient systems.***[53, 54]

# ROADMAP

Amnesty International could leverage the principles of Web3, DAOs, and social tokens to create a human rights-focused ecosystem. This system would enhance transparency, accountability, and participation in human rights advocacy.

Below is the implemenation plan we are following. We are taking a phased incremental approach to development, and research to mitigate risks and allow for learning and adaptation.

## 1. DISCOVERY PHASE:

During the past 9-12 months we have been working on this initial phase to develop the concept and use-case for the Amnesty Human Rights DAO. This phase is being completed with the publishing of this research paper.

## 2. PROVIDE A PROOF-OF-CONCEPT FOR A PILOT PROGRAM:

The next step in our process is to seek funding to develop a proof of concept DAO to test the waters without engaging or delivering to the general public. We aim to research and test our ideas on leading blockchains and data storage availability solutions.

We also want to research further ideas around collective and Indigenous identity, and Indigenous/Global South concepts of “Human Rights” to be inclusive of other epistemologies and expand the concepts involved in what is currently a Western-centric Web3 landscape.

## 3. TESTING AND FEEDBACK LOOPS:

Feedback from the initial members will be used to refine and improve the test DAO before any conclusion is reached about the appropriate model for final implementation. At this stage we would also seek to define clear metrics and KPIs to evaluate the success and areas of improvement during and after the pilot phase.

Stakeholder Engagement: here we involve key stakeholders, including human rights activists, donors, and tech experts, to define the vision and objectives of the DAO and Token before engaging the general public - Launch a pilot version of the DAO with a limited number of projects and participants to test the system, and gather feedback from participants to make necessary adjustments to the platform and processes.

## 4. TOKENOMICS AND GOVERNANCE:

Throughout this iterative process, we will undertake a thorough investigation of the Human Rights value token and its associated tokenomics, to incentivise and reward participation in human rights activities, fund initiatives, and create a vibrant and transparent record of contributions and establish the initial distribution plan for early adopters and contributors.

Here we will interrogate the balance between issuance and redemption to keep equilibrium and demand for the token viable.

## 5. IMPLEMENTATION AND SCALING / PLATFORM DEVELOPMENT:

Develop the DAO platform and smart contract infrastructure using the blockchain network of choice. Upon implemenatation we will discuss how, if successful, the DAO can be scaled to include more members and cover more areas of decision-making.

## 6. FULL-SCALE DEPLOYMENT:

Expand the DAO to include a wider range of human rights projects and a larger community of participants, potentially scaled to be the primary global participant engagement and coordination tool for Amnesty worldwide.

Here we would need to launch a comprehensive marketing campaign to raise awareness and attract new participants and donors.

When deploying decentralised solutions such as a DAO, it will also be crucial to invest in robust community-based onboarding and a strong user experience.

***Insight 13***
***By leveraging blockchain technology and creating a human rights-focused DAO and token system, Amnesty International can enhance transparency, accountability, and participation in human rights advocacy. This innovative approach can help build a more engaged and empowered global community, driving significant impact in the fight for human rights.***

# CONCLUSION & PROVOCATION

This project presents a ground-breaking endeavour to revolutionise human rights education and supporter coordination for the global Amnesty Movement. By embracing disruptive technology, Amnesty seeks to empower individuals, strengthen advocacy and foster a relational value based culture deeply rooted in human rights principles. Crucially, this can be achieved while also preserving transparency, inclusivity and immutability.

This initiative has the potential to reshape the landscape of human rights education and engagement, creating a more informed, active and diverse community committed to upholding and promoting human rights. We aim to make Amnesty a leader in the converging spaces of digital technology and incentivised human rights - fit for purpose as an innovative organisation in today's complex world.

The question we leave with is this: in a world where human rights and technology intersect, how can we shape the future? And if not Amnesty, then who?

Please contact the author for any comment or clarification.

**GARETH FARRY**
Manager Partnerships & Special Projects

Gareth.farry@amnesty.org.nz

Amnesty International Aotearoa New Zealand

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# NOTES:


1. **Token Economy: How the Web3 reinvents the Internet,** Shermin Voshmgir, BlockchainHub Berlin; Second edition (5 June 2020), Pg 32
2. World Economic Forum **Decentralized Autonomous Organization Toolkit** 2023, pg 2-3. Also rf Voshmgir "Tokens are the atomic unit of the Web3...They can be issued with just a few lines of code with a smart contract. Token contracts are rights management tools that can represent anything from a store of value to a set of permissions in the physical, digital and legal world. They might affect the financial world similar to how the internet affected the postal system." **Token Economy: How the Web3 reinvents the Internet,** Shermin Voshmgir, BlockchainHub Berlin; Second edition (5 June 2020), pg 152.
3. **Reinventing Organizations,** Frederic Laloux, (2014), Nelson Parker, pg 245
4. **Leadership and the New Science,** Margaret J. Wheatley, (2006) Berrett-Koehler Publishers, Inc., pg 19
5. Open Future Foundation **Digital Rights Revisited** #231017, October 2023 – Author Zuzanna Warso, pg 1-3
6. United Nations **Declaration of Human Rights,** article 19
7. rf **Geographies of Data Exclusion,** M Graham and M Dittus (2022), Pluto Press London
8. **On the Human Rights Question,** Paul O'Connell, Human Rights Quarterly 40, No. 4 (2018): pp. 2-3. For other discussion on the epistemology of Human Rights and the plural world views of the Global South please refer note 9.
9. rf **The Pluriverse of Human Rights The Diversity of Struggles for Dignity** Edited by Boaventura de Sousa Santos and Bruno Sena Martins, (2021) Routledge, Taylor and Francis New York
10. ibid, pg 10
11. rf **Spirit and Reason: The Vine Deloria Jr. Reader,** (1999) Golden, Colorado, Fulcrum Publishing.
12. I**nternational Indigenous Rights in Aotearoa New Zealand,** Erueti, A. (Ed.), (2017) Te Herenga Waka University Press.
13. **Human Rights from a Third World Perspective,** Jose-Manuel Barreto (Ed.), (2013) Cambridge Scholars Publishing; Unabridged edition (March 1, 2013), pg 142
14. rf **Debt: The First 5000 Years.** Graeber, D. (2011) Brooklyn, NY: Melville House.
15. **Beads and Money: Notes toward a Theory of Wealth and Power,** David Graeber, American Ethnologist, Vol 23, No. 1 (Feb 1996), pp. 4-24
16. **Tikanga Māori Living by Māori Values,** Hirini Moko Mead, (2003) Huia Publishers, Revised Edition (2016), pg 34
17. ibid, pg 64. Also rf **Onchain Capital Allocation Handbook,** Owoki, K (2024), Greenpill Guild, refer page 84 onwards for a discussion on the distribution of DAO "gift" tokens based on perceived value and impact.
18. **Frontiers of Social Innovation: The Essential Handbook for Creating, Deploying, and Sustaining Creative Solutions to Systemic Problems,** Neil Malhotra (2022), Harvard Business Review Press, pg 13
19. rf **A Guide to Using Participatory Methodologies for Human Rights Education: Facilitation Manual** Amnesty International, (2011) Index number ACT 35/020/2011 November 2011.
20. https://algorand.co/blog/hesabpay-giving-access-to-resources-for-the-people-of-afghanistan
21. https://www.wfp.org/building-blocks
22. https://www.unicef.org/innovation/stories/unicef-cryptofund
23. https://www.oxfam.org/en/unblocked-cash-project-using-blockchain-technology-revolutionize-humanitarian-aid
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25. rf https://ajuntament.barcelona.cat/digital/en/technology-accessible-everyone/accessible-and-participatory/accessible-and-participatory-5 ; https://theloop.ecpr.eu/decidim-why-digital-tools-for-democracy-do-not-need-to-be-developed-democratically/
26. rf https://www.technologyreview.com/2018/08/21/240284/the-simple-but-ingenious-system-taiwan-uses-to-crowdsource-its-laws/ ; https://www.nytimes.com/2019/10/15/opinion/taiwan-digital-democracy.html
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32. https://democraciaos.org/en/ ;
33. https://www.thewellbeingprotocol.org/
34. A comparative view of different digital democracy platforms can be found here - https://www.peoplepowered.org/platform-ratings ; https://www.cambridge.org/core/journals/perspectives-on-politics/article/empowering-digital-democracy/D39CBD-8C8061EA6EE1B0FE0D64FA9E5D
35. https://www.lens.xyz/
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38. https://www.forbes.com/sites/kalin-abryant/2024/04/23/understanding-web3-and-its-impact-on-the-internet-and-society/
39. **Frontiers of Social Innovation: The Essential Handbook for Creating, Deploying, and Sustaining Creative Solutions to Systemic Problems,** Neil Malhotra (2022), Harvard Business Review Press, pg 166
40. https://www.freedao.io/
41. For an online view of these wireframes with the ability to step through the frames refer here: https://xd.adobe.com/view/99f80bb2-6d0c-40f6-8237-1cffb5140c77-ccab/screen/63ed1e02-da39-4e65-a78e-6a9851a4dc45/ ; or https://adobe.ly/3YDxBEK
42. rf https://legalnodes.com/article/token-cap-table-why-web3-investors-need-one
43. https://www.gooddollar.org/
44. https://www.impactmarket.com/
45. https://www.gitcoin.co/
46. https://www.justicedao.org/
47. https://gov.proofofhumanity.id/c/democracy/7 ; https://proofofhumanity.id/
48. https://sweatco.in/
49. Various blockchain based voting platforms exist to handle a DAOs governance if necessary. Examples include Aragon, Colony, DAOstack and Snapshot.
    A core characteristic of blockchains is "their ability to coordinate social activity and help people reach an agreement as to a particular state of affairs. Underlying each blockchain based network is a consensus mechanism that governs how information can be added to the shared repository. Consensus mechanisms make it possible for a distributed network or peers to record information to a blockchain, in an oderly manner, without the need to rely on any centralized operator or middleman."
    rf **Blockchain and the Law: The Rule of Code,** Primavera De Filippi, Aaron Wright, Harvard University Press; 1st edition (9 April 2018), pg 42.
50. https://www.forbes.com/sites/irina-heaver/2023/08/14/the-ultimate-crypto-legal-guide-to-structuring-your-dao/
51. for a full summary of legal aspects of DAOs refer the **Pontinova Global Top 100 DAO Legal Report** - https://www.pontinova.law/dao/legal
52. These risks exemplify what Vitalik Buterin, (the founder of Ethereum) has termed the "Blockchain Trilemma" in which he discusses how, in designing blockchain technologies and utilities there is often a trade-off between scalability (handling more transactions), security (ability to resist attacks on the network), and decentralisation (ability to resist large centralised actors colluding). Referenced in **Blockchain Radicals How Capitalism Ruined Crypto and How to Fix It,** Joshua Davila (2023), Repeater Press, pg 285.
53. "A key challenge when building networks is overcoming the "bootstrap" or "cold start" problem: attracting users and contributors before enough of them are participating to make the network intrinsically useful. This is because network effects cut both ways: they can accelerate growth, but they can also handicap it. Scaled networks attract new users without much effort. Conversely, subscale networks struggle just to survive." rf **Read Write Own: Building the Next Era of the Internet,** Chris Dixon (2024), Cornerstone Press, pg 146.
54. "What's really exciting is the possibility of fundamentally changing the way we allocate trust on this planet – opening up the ability to collaborate, transact, and engage on a global level with everyone." rf T**he Internet of Money: A collection of talks** by Andreas M. Antonopoulos, books 1-3, (2016-20), CreateSpace Independent Publishing Platform, Vol 2 pg 14.

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A good Glossary of blockchain and Web3 terms can be found here: https://impactdaos.xyz/dao-and-web3-glossary; and here: https://consensys.io/knowledge-base/a-blockchain-glossary-for-beginners

# UNLOCKING NEW HORIZONS:

## EXPLORING BLOCKCHAIN TECHNOLOGY IN HUMAN RIGHTS EDUCATION AND SUPPORTER COORDINATION FOR THE GLOBAL AMNESTY MOVEMENT

*The case for an Amnesty Human Rights DAO*

AMNESTY INTERNATIONAL