



Key Terms for Understanding New Tactics' Strategic Effectiveness Method

Advocacy – The act or process of people supporting a cause or proposal or working for change.

Allies – People, groups or institutions that are working together for mutual benefit or to achieve some common purpose. This relationship can be short-term to long-term depending upon the benefits and degree of common purpose. **Active allies** are people or organizations that actively and openly support and are involved in your work. **Passive allies** are people or organizations who support your goals but have not yet become involved in advancing your work.

Collaboration – A group of two or more people or organizations working together.

Constituents – The people from whom an organization hopes to attract, and continue to attract, support.

Goal – The aim or purpose toward which an effort is directed.

Human rights defender – A term used to describe people who, individually or with others, act to promote or protect human rights. Human rights defenders might also be called human rights activists or practitioners.

Opponent – A person, group or institution whose aim is to prevent one from achieving their goal.

Outcome – The result of an action or series of actions. An outcome may be positive, negative or neutral.

Plan of Action – The organization of actions to implement strategy and tactics.

Problem – A situation, condition, issue or obstacle that makes it difficult to achieve a desired human rights related objective, purpose or goal.

Strategy – A set of decisions that defines what is important to do in order to reach your goal (what). It guides your overall plan, research, selection and implementation of tactics, monitoring of progress; and assessment and evaluation of effectiveness.

Tactic(s) – A specific action or combination of actions taken to affect a given situation. Tactics are how you move a strategy forward.

Tactical flexibility – The ability to change tactics easily and readily to meet new circumstances and conditions.

Target(s) – The person, place or thing the tactic is intended to affect.

Terrain – A term generally used to refer to physical features of the earth. However, New Tactics uses terrain to refer to the context such as social, political, cultural relationships, institutions and structures created and maintained by humans.

Vision – A source of inspiration that focuses on how the world can be in the future.

New Tactics in Human Rights is a program of The Center for Victims of Torture

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