

Appendix C

Answers Interview Employee Amnesty International

I am writing my thesis for the non-profit peace building organization MasterPeace.

MasterPeace is an international organisation that wants to realize a more peaceful world with the help of civil society. Through music, cartoons, movies and other creative means MasterPeace wants to inspire everyone to use their talents for peace building.

My main question is **'What is the best way for MasterPeace to reach the target group with the right message and stimulate them to take action during the festival of May?'**.

MasterPeace has been present at festivals before and organized some events. The aim of these events is to inspire people to start supporting MasterPeace and reach people with the MasterPeace message.

But what is the best way to do this? MasterPeace is not well known throughout the Netherlands, it needs more brand publicity and more supporters.

The aim of this interview is to figure out how the target group of MasterPeace (NGO's) can be reached best (especially during a festival or events).

1. Can you tell me your name, age, background and current job?

Name: Mallika de Kramer-Werkhoven

Background: Msc. International Development Studies – Wageningen University

Current job: Medewerker Educatie bij Amnesty International

MasterPeace is active in the NGO market of The Netherlands.

2. *How do you see the non-profit sector in The NL? What is its size and importance?*

This is a very broad question that I don't have time to elaborate on in depth. However, when you are talking about the Dutch international development sector it is large (there are hundreds of organisations/foundations/NGOs) and it is very important – which is my opinion. Over the (recent) years international development cooperation and the sector has been heavily debated and there have been extensive financial cutbacks on this particular sector by the Dutch government (and in a way Dutch tax payers). In general it's size can be found through diverse platforms e.g.: <https://partos.nl/> and aid effectiveness can be found via: <http://www.rijksoverheid.nl/onderwerpen/ontwikkelingssamenwerking>

With regard to Amnesty International, I can say that it a very important organisation and a 'one of its kind' in the Netherlands. It is a human rights organisation with a rich history. It's importance is found in the years of extensive research and action to prevent human rights violations by involving citizen and by lobbying and campaigning at governments. Another important goal of Amnesty is to spread awareness of human rights violations in the world amongst all kinds of people in society, in order to motive people to come into action. You can read so much more about Amnesty International, The Netherlands section at our website: <http://www.amnesty.nl/>

3. *How socially involved and active is the Dutch society according to you? In other words, how willing are they to actively support an NGO?*

Very willing but it all depends on your goals, your strategy and most important: you need substance, both professionally (a strong message, good content of your mission, it has to be realistic and feasible) but also not only reaching the minds of people but also the heart.

4. *What are appropriate ways of selling an idea to civil society?*

Check Amnesty's campaigns and actions at the website.

5. *Why are some NGO's more successful than other? Is there an area / idea that sells better than others?*

This question is too broad. Specify 'successful'. Maybe compare NGO's of which you find one to be successful and the other not? It's not about 'selling' at all. I would recommend to re-formulate this question. Do some research on underlying motives/mission and vision of NGOs (from their website).

6. *How do NGO's reach the socially responsible people? Would you recommend targeting everyone or really a specified group?*

Each NGO has a different strategy; it all depends on the particular organization. I would recommend to first select NGOs of your interest for your thesis and then develop question, which are relevant for the particular organization. In case of Amnesty, you can find a lot on our website. You can find that we target different groups by different marketing strategies. For instance; there is a different approach towards adults and teenagers, there are different websites: www.amnesty.nl and www.amnestyopschool.nl

MasterPeace will try to attract attention on the 5th of May by using the Peace Love 'n Caravan concept. An old, pimped caravan will be placed in 5 cities. Inside intimate performances will be given. Outside there is a relaxed garden sphere with volunteers giving information.

7. *What do you think of this method? Are such events effective?*

It has to be related to the core goals/vision and mission of your organization. Further, it needs to be translated into a strong message where people can relate to and which is easy to grasp. Its not about 'effectiveness' of an event itself. Effectiveness depends on a total strategy, the events you pick, the message you are trying to 'sell' to the audience, the target group you are reaching etc. etc. You can go with a pimped caravan which could be strongly related to your goals/mission and which fits perfect to the message but the even could be the wrong place (e.g. if your target group isn't there ...), and the other way around.