

PRESIDENT MOHAMED NASHEED



‘FREE ANNI’ CAMPAIGN

JOINT CAMPAIGN PROPOSAL

BY



ABOUT BTP ADVISERS

BTP Advisers is an international communications company with deep experience of representing individuals and organizations facing critical reputational challenges, particularly those that include international legal action.

Through our teams in London, Paris and Washington we work for companies, countries, political parties, political leaders and those facing legal action. Our work is based around three service teams: Media Relations, Political campaigning and Public Affairs. BTP Advisers was a winner of the “Best Global PR Campaign” at the PR Week Awards 2010 for our work for the President and Government of Rwanda.

In today’s 24-hour media international legal cases are not just won in the Courtroom: the arguments are also played out across the world’s TV channels, and newspapers, digital platforms and social media. The Court of public opinion has often delivered its own verdict long before a Judge ever does. Indeed the verdict of high profile and precedent-setting cases can be directly influenced by the public media campaign that supports the defendants and their legal team.

We help ensure that it is our client’s viewpoint that shapes perceptions of a case and the narrative that drives its coverage in the media. Our international litigation communications experience includes the following notable cases:

- *International Criminal Court at The Hague: Kenya trials* – acting as international communications advisers for Uhuru Kenyatta, President of Kenya and his defence team
- *International Criminal Tribunal for Rwanda* – advising the Government of Rwanda on a range of cases before this UN-mandated court in Tanzania
- *International Crimes Tribunal, Bangladesh* - acting as communications advisers for senior members of the defence team
- *Government of Egypt vs. Freedom & Justice Party* – acting for international representatives of the party, the democratic opposition in exile and their legal teams in their ongoing legal and political battle with the Sisi Government
- *Greenpeace vs. Government of the Russian Federation* – crafting an international communications plan for Greenpeace for their campaign to free activists imprisoned in Russia.
- *Former President Musharraf of Pakistan vs. Government of Pakistan* - acting as communications advisers for senior members of the defence team in the case brought against him in Pakistan by the current Prime Minister
- *Nobel Peace Prize Winner Muhammad Yunus and Grameen Bank vs. Government of Bangladesh* – international media advisers for Yunus and his company Grameen Bank in court cases over fraud claims and ownership brought by the Government of Bangladesh

KEY MESSAGES

- Mohamed Nasheed took the Maldives on a first step toward true democracy - his arrest and trial is a politically motivated show trial aimed at cementing further an already authoritarian regime
- The government of the Maldives, now led by the former dictator's half brother, must immediately release Mohamed Nasheed or face international isolation, both diplomatically and economically
- Tourists must boycott the Maldives until the government releases Mohamed Nasheed - it is morally wrong to support a government and country intent on using a highly compromised judiciary to eliminate political opponents. This includes the resort owners, who themselves back the current government
- The international community cannot allow the Maldives to drift towards a pariah state - there are already clear signs of a military dictatorship, rising islamic fundamentalism and the abuse of women. This is a return to the dark decades of dictatorship under Maumoon Abdul Gayoom.
- The UK Government - and especially the Conservative Party - have worked closely with Mr Nasheed on his election campaign and during his administration. They now must stand up for democracy and free speech in the Maldives, and that includes ceasing international programmes and cooperation through DfID and FCO until Mr Nasheed is released.
- The EU is the Maldives largest trading partner, recipient of over 40% of the Islands' exports – it has a moral duty to stand by the first democratically elected leader and prevent a return to the former dictatorship

MEDIA RELATIONS

Campaign dossier

At the outset of the campaign we will draft a “campaign dossier” on the case, explaining background to President Nasheed’s arrest; at the same time it will outline the key messages of the campaign.

There will be two variants of the dossier. The first will be for the international media and the second for politicians and other “third parties” we seek to engage in supporting our activities through public statements of support.

At the same time as we prepare the campaign dossier, in consultation with the legal team. We will also prepare a campaign “message book” and Q&A containing key messages and lines to take for all our activities. This will ensure clarity of message and consistency across all mediums.

Identifying “third party” voices

We believe there is a range of politicians and legal specialists who would be prepared to offer their names and support to our campaign against the case. These include those with a direct interest the Maldives, Human Rights and International Law – including individuals that we have worked with before.

We outline in the Lobbying section of this document further information with regards to our proposed activities with them, but those we believe would be in a position to speak out in the media on behalf of the campaign include:

Opinion articles

We will draft 3-4 articles on behalf of third party advocates (politicians, public figures, international human rights lawyers etc) in support of President Nasheed’s immediate release to be published in key international newspapers and websites. Target publications would include:

- *The Guardian*
- *The Independent*
- *The Daily Telegraph*
- *Wall Street Journal*
- *Washington Post*
- *New York Times*
- *Huffington Post*
- *The Hill, Daily Caller*
- *Al Jazeera Online/CNN online*

Broadcast interviews

Approach all major news networks offering Toby Cadman for legal analysis and high profile supporters for comment on both the current case and worsening authoritarianism in the Maldives (BBC, CNN, Al Jazeera, NBC) including TV, radio and online.

In addition, we will approach specialist programmes - *Al Jazeera Inside Story*, *BBC Newsnight*, *BBC Impact Asia* etc

Letters

In response to reporting in the international media of the Maldives, we will draft and place letters by the legal team or other third party advocates in major international newspapers. These letters will be signed either by the legal team or a third party advocate, and will leverage a newspaper's recent reporting on Maldives to forcefully argue our key messages.

Articles / further media outreach

Briefing and outreach to all foreign editors and relevant correspondents of the major international newspapers and newswires. We will offer up Mr Nasheed's lawyers and third party advocates for interview and comment, as well as distribute press statements from the legal team in line with events both inside and outside of court.

PUBLIC AFFAIRS

We propose a programme of public affairs activity aimed at raising awareness and concern among key international policy makers over the deteriorating situation in the strategic important islands – including fears of destabilization, Islamic radicalization and human rights abuses.

This will consist of lobby key target countries and intergovernmental institutions as well as mobilizing the support of international NGOs and public opinion.

International Lobbying

- *India* - Traditional ally of the Maldives and the biggest investor and bilateral donor, however, relations have been strained since the GMR Male Airport contract cancellation in late 2012 by the new regime.
- *United Kingdom* - The former colonial power, and leader of the Commonwealth – still has influence over the Maldives. President Nasheed has strong links with the UK Conservative Party, which should be leveraged to win support for his release.
- *European Union* - The EU is the Maldives largest trade partner as recipient of over 40% of Maldives exports, and provides a majority of tourist visitors to the island, the industry that provides 90% of the government's revenue.
- *United States* - The US had traditionally taken little interest in the Maldives, however post 9/11 it has been increasingly interested in the potential rise of Islamic radicalism on the islands.
- *United Nations, Organization of Islamic States and other intergovernmental bodies* - The Maldives is an active member of a number of intergovernmental bodies such as the United Nations and the OIC and has received considerable funding and aid through them, especially after the 200X Tsunami which devastated its economy.

We propose the targeted lobbying in each nation consisting of:

- *Ministerial meetings* – we will seek private 1-2-1 meetings with Ministers to raise concerns and push for concerted action to secure President Nasheed's immediate release
- *Presentation to parliamentary groups* – meetings with key members of parliament and congress to highlight the situation in the Maldives and generate support for the dropping of charges
- *Think-tank speeches/roundtables* – discussions with policy think tanks to stimulate a wider debate on stability and democracy in the Maldives
- *NGO briefings* - private briefing sessions for organizations with an interest in press freedom, such as Amnesty International and Human Rights Watch

'FREE ANI' DIGITAL CAMPAIGN

The centrepiece of our campaign activity will be the launch of a public campaign to defend democracy in the Maldives and secure the dropping of the prosecution.

Using online social media and digital campaigning we will seek to use high profile advocates from a range of fields to highlight the flawed nature of the prosecution, the risks to human rights and democracy in the Maldives.

- *Friends of Ani Nasheed* – bring together an informal group of high profile international supporters of President Nasheed from politics, the law, civil society and entertainment to act as third party advocates for his cause
- *International petition* – launch an international petition, probably hosting an existing online campaign website such as AVAAZ or 38 Degrees
- *Website* – Campaign website providing a one-stop shop for the campaign, with a biography of President Nasheed, background on his environmental & democracy campaigning, testimonials of support for international backers
- *Social media* - Facebook / twitter / online campaign urging international boycott of the Maldives and their resorts until Mr Nasheed is released, using the hashtags #freeAnni and #paradiselost
- *Campaign video* – a short campaign video highlighting the cause of democracy in the Maldives and the government's campaign of victimization against President Nasheed

THE TEAM

Mark Pursey, Managing Partner Mark is Managing Partner of BTP, which he founded. He has extensive polling and message development experience having worked on every UK General Election campaign at a national level from 1992 to the present. He has previously been Communications Officer for the worldwide Vodafone Group as well as Vice-President for Communications for Deutsche Asset Management where he gained extensive experience of working in Russia and Eastern Europe. Mark co-ordinated the international media relations strategy Uhuru Kenyatta's successful case before the International Criminal Court. In addition he has worked for a series of African Presidents including Paul Kagame of Rwanda where his work won the Best Global Communications Campaign of the Year award from PR Week.

Charles Anglin, Partner Charles is one of BTP's Partners and leads on our Public Affairs & Policy. He joined BTP after a lengthy spell as Director of Communications in the UK's energy sector leading on media and lobbying for some of Britain's leading corporate brands. Charles was also senior policy adviser for the Uhuru Kenyatta ICC case defence, co-ordinating messaging for the campaign, and preparing the candidate for the television debates.

Charlie Tarr, Account Director Charlie has worked in broadcast media production for leading outlets including the BBC and Discovery International. He leads on developing innovative campaigning approaches as well as providing hands-on day-to-day account support. He has worked extensively for clients in international legal campaigns in Bangladesh. Charlie also has a Masters in International Relations from King's College, London, where he specialised in West African security.

David Bass, US Associate David H. Bass is a public relations and public affairs specialist, with wide experience in media, issue advocacy, corporate communications, state and federal government affairs. He has had been Vice President and Chief Development Officer for Omnicom's Luntz, Maslansky Strategic Research, Managing Director of Qorvis Communications, Deputy Publisher of News Corporation's The Weekly Standard as well as having held various positions, within and as counsel to, major media organizations nationwide.

Albane de Rochebrune, Head of BTP Paris Albane is a communications and reputation advisor, having worked for a leading candidate in the last French presidential elections. She specializes in Reputation management. Albane has also worked for a strategic marketing consultancy in their public policy business unit, offering Strategic consulting and market studies for biotech firms and for regional public authorities. Albane leads on our media relations with the global Francophone media.

Bjarte Vandvik, Head of BTP Brussels A former Norwegian diplomat, who served as his country's Deputy Ambassador to the EU Bjarte is a vastly experienced Brussels policy and advocacy practitioner. For five years he led Pan-European human rights lobby group based in Brussels lobbying the EU's various institutions. Between these two posts he returned to Norway, where he headed up the international campaigning for the country's national refugee NGO.