

PEOPLE HAVE RIGHTS...  
CORPORATIONS HAVE RESPONSIBILITIES



Arif Ali (Cetty Images)



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**1-800-AMNESTY**

# CONFLICT DIAMONDS

IN SOME AFRICAN COUNTRIES, SUCH AS THE DEMOCRATIC REPUBLIC OF CONGO, PROFITS FROM THE UNREGULATED DIAMOND TRADE ARE USED TO FUND ARMED CONFLICTS. AS A RESULT, TENS OF THOUSANDS OF CIVILIANS OVER THE PAST YEARS HAVE BEEN KILLED OR TORTURED AND MILLIONS HAVE BEEN DISPLACED. THE TRADE IN CONFLICT DIAMONDS IS WORTH BILLIONS OF DOLLARS

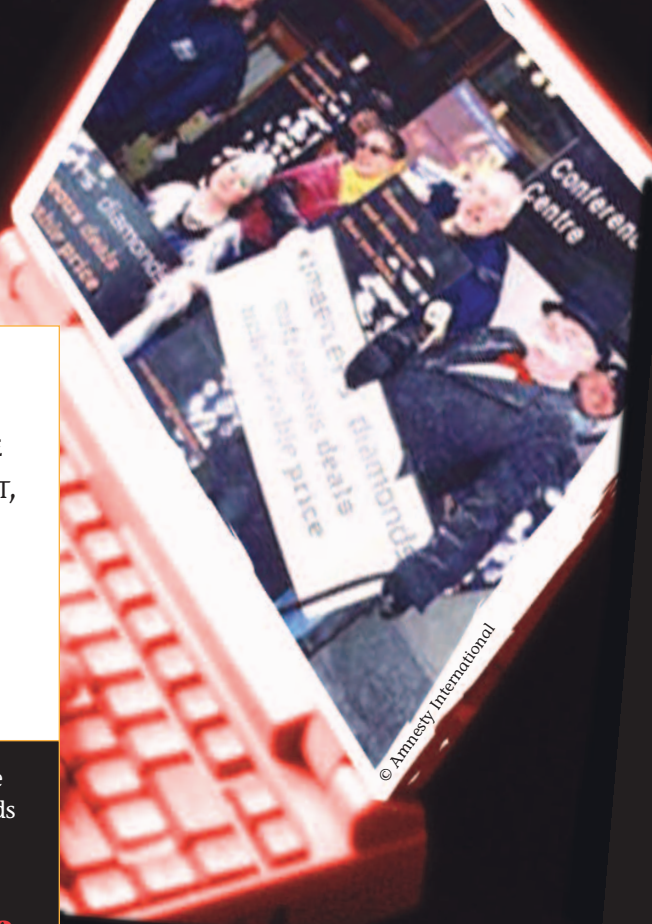
Despite an international code of conduct to regulate the diamond industry, conflict (or "blood") diamonds continue to be sold illegally for weapons, destroying millions of lives and countries themselves.

## **What is Amnesty International?**

We are a worldwide movement of more than two million people dedicated to the protection and promotion of human rights. We are independent, democratic and funded by our members.

As part of our human rights work, Amnesty International takes action to ensure that companies meet international human rights standards and respect local communities.

**"On Valentine's Day Amnesty International activists educate consumers about how diamonds may be linked to human rights abuses. Amnesty supports the Kimberley Process to stop the flow of conflict diamonds."**



# HUMAN PRICE OF OIL

**“Oil exploration  
has turned Ogoni  
into a wasteland.”**

**Ken Saro-Wiwa**



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PEOPLE IN THE NIGER DELTA, NIGERIA, FACE DEATH AT THE HANDS OF SECURITY FORCES WHO GUARD THE OPERATIONS OF TRANSNATIONAL OIL COMPANIES. OIL SPILLS BLACKEN THE LAND AND POLLUTE THE WATERWAYS.

Ten years ago, Ken Saro-Wiwa and eight Ogoni companions were executed for demanding an end to these abuses. Safe and just living conditions are long overdue for the people of the Niger Delta.

## **Sweat shops: dying for work**

In April 2005, an illegal garment factory collapsed in Bangladesh. Seventy-four workers were killed, at least 80 were injured, and many others are missing.

The factory was known as a place where the rights of labourers were routinely violated. If government authorities had taken action, these deaths could have been prevented.



Daniel Mihailescu (Getty Images)

Elaine Gilligan (Friends of the Earth)

# COMPANIES MUST RESPECT HUMAN RIGHTS

CONFLICT DIAMONDS, SWEAT SHOPS, FORCED LABOUR, DISPLACEMENT OF INDIGENOUS PEOPLES FOR NATURAL RESOURCE EXPLOITATION: THESE ABUSES AGAINST PEOPLE'S LIVES AND LANDS ARE WRONG AND THEY MUST BE STOPPED.

This is why Amnesty International challenges companies to promote and protect human rights around the world.

The Universal Declaration of Human Rights calls on every part of society – including companies – to respect human rights. This means that companies have a responsibility to comply with international human rights law. They must not violate human rights or tolerate such violations in their field of operations.

## **Amnesty International demands that companies have**

- Policies and practices consistent with international human rights law.
- Security arrangements that respect human rights.
- Operations that do not violate the human rights of local communities.
- Healthy and safe work environments.
- Fair working conditions for all employees.

# PEOPLE BEFORE PROFITS

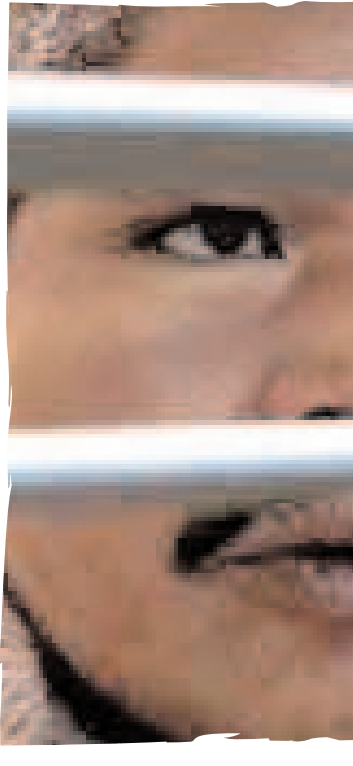
COMPANIES THAT FAIL TO LIVE UP TO THEIR HUMAN RIGHTS OBLIGATIONS CAN INFLICT A DEVASTATING TOLL ON PEOPLE'S LIVES AND THE ENVIRONMENT. THIS IMPACT IS BEING FELT TODAY IN COMMUNITIES AROUND THE WORLD.

When activists and community leaders speak out in peaceful protest, they are often harassed, jailed and tortured – and sometimes murdered.

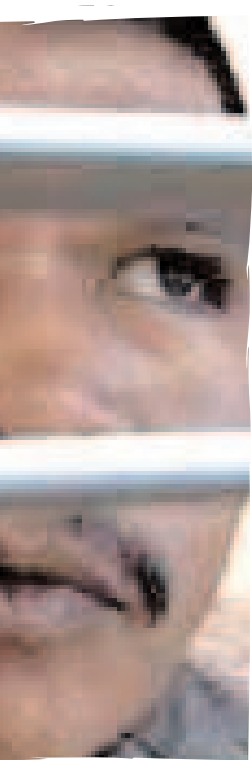
Amnesty International is working to stop corporate complicity in human rights violations, and to ensure that companies are held accountable. People and their human rights must come before profits.

## What Amnesty International is doing

- Meeting with corporate leaders to discuss the human rights responsibilities and obligations of companies.
- Challenging companies at shareholder meetings and public actions.
- Pressuring governments to strengthen national and international human rights standards for corporate activity.
- Calling on governments to ensure that human rights come first in the development of new trade deals and similar arrangements.



**“We are now even more determined on our work in defense of the people who are prepared to sacrifice for peacefully opposing unregulated extractive activities in the Indigenous community.**



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# TOGETHER WE CAN MAKE A DIFFERENCE!

AROUND THE WORLD, AMNESTY INTERNATIONAL MEMBERS AND OTHER CONCERNED PEOPLE ARE SPEAKING OUT AND BUILDING PRESSURE FOR CHANGE.

- Shareholders of a major soft drink company were key in getting the company to end its partnership with the military in Myanmar, which is responsible for gross human rights abuses.
- Following public pressure, governments and industry agreed to create an international tracking and certification system (Kimberley Process) in an effort to get conflict diamonds off the market.
- In Mexico, charges were dropped against two environmental activists and human rights defenders who were protesting environmental damage from logging companies. This decision followed pressure from concerned people around the world, including Amnesty International members.



AFP (Getty Images)

Sufin Hamed (Getty Images)



# TAKE ACTION FOR CHANGE

HUMAN RIGHTS VIOLATIONS BY COMPANIES CAN BE STOPPED, BUT ONLY WHEN ENOUGH PEOPLE SPEAK OUT.

Join with Amnesty International members and ...

- Call on companies to ensure the protection of human rights in their areas of operation
- Assist with research
- Raise awareness of business and human rights issues in your school or community
- Get involved in our SharePower campaign
- Pressure the Canadian government to create stronger corporate human rights standards
- Support Amnesty International's business and human rights work with a financial donation
- Join or start an Amnesty Business and Human Rights group in your area

## Make a world of difference

Amnesty International members write letters to companies and governments, demanding an end to abuses and support for international human rights standards.

Amnesty members also organize learning workshops, and we build public awareness through information tables, posters and pamphlets, and school presentations.

Let us know how you can help.  
**Contact us now** – together,  
we can make a world of difference.



# MAKE HUMAN RIGHTS YOUR BUSINESS!

GET INVOLVED IN AMNESTY INTERNATIONAL  
CANADA'S BUSINESS AND HUMAN RIGHTS  
CAMPAIGN.

- Take action online. [www.amnesty.ca/business](http://www.amnesty.ca/business)
- Join Amnesty International's online discussion and action group. Send a blank email to: [AICES\\_Business\\_and\\_HR-subscribe@yahoogroups.com](mailto:AICES_Business_and_HR-subscribe@yahoogroups.com)
- Find out more about this campaign – contact Amnesty International's Business and Human Rights team.

Phone: 604-294-5160

Email: [BHR@amnesty.ca](mailto:BHR@amnesty.ca)

**Call Amnesty International  
toll-free at 1-800-AMNESTY.**



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**“We see businesses as having human rights responsibilities, both within their own operations and in the influence they may have on governments and others.”**

Irene Khan, Secretary General,  
Amnesty International