

Communicating Across Disciplines: How to Make Justice Matter to All

September 12, 2025 | 10:00–11:30 a.m. (EST)

United Nations Headquarters Conference Room 11
405 E 45th St, New York, NY 10017 | Virtual via Zoom

- **Format:** (Hybrid) panel presentation/guided discussion + audience Q&A.
- **Registration:** Register [here](#) (Deadline: 9/8/25, 5:00 p.m. EST). You must register to attend this event.

This event is hosted by the Pathfinders Justice for All program at New York University's Center on International Cooperation in its role as secretariat of the Justice Action Coalition, and in partnership with the Permanent Mission of Costa Rica to the United Nations and the Permanent Mission of the Kingdom of the Netherlands to the United Nations.

- **Audience:** Governments, international organizations, philanthropies, and civil society representatives.
- **Outcome:** Participants leave with new knowledge and tactics to engage broader audiences in the people-centered justice movement.

The next big leap for closing the global justice gap isn't only about what we do, it also is about who we reach and how we talk about it

Overview

We know that when people can resolve their justice problems, they are less likely to be trapped in poverty, more likely to finish school, healthier, safer, and better equipped to face the future, including by building climate resilience and accessing economic opportunities. But here's the challenge: those outside the justice community don't always see these connections. They don't usually think about "justice", even when it's at the heart of their goals. That's where this event comes in.

To close the global justice gap, the justice and rule of law sector has built an international movement based on the [principles of people-centered justice](#), which was catalyzed in 2021 by the creation of the [Justice Action Coalition](#)—a group comprising countries and partners who are leading the international effort to secure meaningful access to justice for all.

This event aims to explore new tools to improve people-centered justice communications strategies, taking the movement beyond the "justice" world and into new spaces through effective advocacy and messaging. This event will include a panel of advocacy and communications experts who offer fresh perspectives and unconventional thinking. By design, the panelists come from outside the justice sector, offering authentic insights into how justice can resonate with diverse audiences. These experts will share their approaches to advocacy, messaging, audience engagement, and campaigning, and offer practical advice about how the justice community can break out of its communication "bubble". The discussion will explore ways to connect meaningfully with wider audiences – from policy experts, diplomats, and business leaders, to communities far removed from the policy arena altogether.

Background: The People Centered Justice Movement

Within the justice sector, there is a growing consensus that the most effective way to close the justice gap and ensure equal access to justice for all is by embracing people-centered justice—["a systemic approach to prevent and resolve people's justice problems."](#) This approach is premised on the following [ideas](#):

- Understanding people's justice needs, their experiences in seeking justice, and the justice they receive.
- Prioritizing data collection to design and support evidence-based policies and systems, which deliver fair outcomes for people.
- Ensuring that people are empowered to understand, use, and shape laws and policies, enabling them to claim their rights, seek justice, and resume their daily lives.

- Seeking to transform institutions, simplify processes, and make services accessible by breaking down barriers to justice, which has both social and economic benefits.

Over the past few years, the Justice Action Coalition members have successfully established a shared vision and movement for people-centered justice within the sector. Advocacy efforts are reflected in the [Key Messages on People-Centered Justice](#), a series of global [Actions We Must Take to Achieve People-Centered Justice](#), and a [Thematic Repository of Messages on People-Centered Justice](#). The messages within these tools reflect the sector’s ambition and potential.

With established collective action around people-centered approaches within the justice sector, justice advocates are now turning to the next frontier: showing leaders, policymakers, and practitioners, including those outside the justice sector, why access to justice is fundamental to achieving their goals.

Agenda

Opening Remarks

- **Ambassador Maritza Chan**, Permanent Representative of Costa Rica to the United Nations
- **Ambassador Bahia Tahzib**, Deputy Permanent Representative of the Kingdom of the Netherlands to the United Nations

Framing Remarks on People-Centered Justice

- **Fernando Marani**, Program Director, Justice, Inclusion, and Equality, Pathfinders, Center on International Cooperation at New York University

Panelists

- **Stephen Friedman**, Peabody and Emmy award-winning creator of social-impact campaigns and former President of MTV; Advisor to media organizations, foundations and NGOs on the best practices in storytelling for social change; At Columbia’s School of International and Public Affairs, he teaches “Storytelling & the Art of Creating Social Impact Campaigns”; Board of Directors for the Genocide Survivors Foundation, All Out, and More In Common.
- **Roberta Braga**, Founder and Executive Director, Digital Democracy Institute of the Americas (DDIA); Former Director of Counter-Disinformation Strategies at Equis Institute; Fmr. Deputy Director for Programs and Outreach at Atlantic Council’s Adrienne Arsht Latin America Center; Latinas Cyber and WOMCY “Top Women in Cybersecurity Americas” 2023.
- **Thomas Coombes**, Founder, Hope-based communications; Fmr. Head of Brand and Deputy Communications Director, Amnesty International
- **Clara Blustein Lindholm**, Director of Research Interpretation, Framework Institute Culture Change Project
- **Amanda Alampj**, Director, Audience Engagement, Human Rights Watch; Part-time Instructor, Communications & Media Studies, Fordham University
- **Nate Edwards**, *moderator*, Program Officer, Justice for All, Pathfinders, Center on International Cooperation at New York University

About the Justice Action Coalition

[The Justice Action Coalition \(JAC\)](#) is a multi-stakeholder alliance of countries and organizations that is working to achieve measurable progress in justice outcomes for people and communities by the third SDG summit in 2027 and beyond.

About Pathfinders Justice for All

[Pathfinders for Peaceful, Just and Inclusive Societies](#) is a cross-regional and member state-led, multi-stakeholder coalition committed to advancing action on peace, justice, equality and inclusive institutions through the Sustainable Development Goals and beyond (SDG16+). It is convened by 46 governments, works with over 100 partners across civil society, the United Nations (UN), and regional and international organizations, and is hosted by the Center on International Cooperation at New York University.

The [Justice for All program](#) acts as an impact hub, convening countries, civil society, and multilateral and regional organizations to close the justice gap by accelerating action on people-centered justice. This program provides a platform to exchange innovative practices on data collection, evidence-based policy making, and effective use of resources to bridge silos and transform justice systems in preventing and resolving people's common justice problems.

About the New York University Center on International Cooperation

The [Center on International Cooperation \(CIC\) at New York University \(NYU\)](#) is a think tank and research center that, for over two decades, has been a leader in applied policy, connecting politics, security, justice, development, and humanitarian issues. Our mission is to inform and strengthen collaborative approaches and/or collaboration among national governments, international organizations, and the wider policy community to build trust, prevent and respond to crises—and advance peace, justice, and inclusion at all levels. Learn more on [our website](#) and @nyuCIC on social media.