

## CASE STUDY

# An e-learning platform in service of human rights: Amnesty International France's successful venture with Docebo



"While many countries are turning their backs on the very idea of human rights, we must, more than ever, invest in laying the necessary foundations for a society that respects rights."

**Maïder Piola Urtizberea**, Activist Training Officer,  
Amnesty International France





## Results

# 2x

the audience in 6 months

# 4 months

to get the platform  
back on its feet

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## Solution

### The Docebo Learning Platform

- The ability to create differentiated communities
- A modern, fluid, and intuitive interface, designed for the user experience
- A public course catalog to attract new learners

## Amnesty International

Amnesty International is a non-governmental human rights organization founded in 1961 and present in over 150 countries. The very active French section has been working for more than 50 years to raise awareness, train, and mobilize citizens around justice, freedom, and human dignity. Its mission: to promote and defend human rights worldwide, demand justice for victims of violations, and change laws to create a more just society. Since 2016, Amnesty International France has been developing a digital training offering to make its content accessible to a wide audience: activists, donors, supporters, teachers, partners, and the general public.

## Challenge

### Overhauling an aging e-learning platform for increased activist impact

Since 2016, Amnesty International France has relied on a digital training platform to raise awareness and provide training on the defense of human rights. However, by 2023, this platform was showing its limitations: an outdated design, unintuitive navigation, unengaging content, and a significant drop in traffic. In a global context where human rights are increasingly being challenged, the goal was twofold:

- Make the platform more attractive and accessible, especially for young people and audiences external to the organization.
- Strengthen societal impact by training citizens more broadly and effectively to be capable of actively defending human rights.

Despite limited human resources (30% of a dedicated employee's time), Amnesty wanted to transform this platform into a strategic mobilization tool, and even make it a French-speaking reference for human rights training.

# Solution

## A new, dynamic platform with Docebo in just 4 months

To meet these challenges, Amnesty International France launched a call for tenders in July 2023. Out of nine applications, Docebo stood out thanks to features that aligned with the organization's needs: the creation of differentiated communities based on user profiles, a fluid and intuitive interface, a public course catalog, a platform designed as both an LMS and a resource center, and an integrated TMS at no extra cost, compatible with blended learning paths.

With the support of Smartch, Amnesty successfully migrated all of its content from the old authoring tool, rethought the training courses, and launched the new platform in 4 months, following a user testing phase. Docebo also provided dedicated support and responsive technical assistance, which were essential for a team without a full-time LMS resource. This effective collaboration allowed Amnesty to quickly build skills and acquire a solid and scalable solution to serve its mission of raising awareness and providing training on human rights.

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“Thanks to dedicated support, we were able to progressively acquire the necessary skills to design our platform exactly as we wanted.”



## Results

### **+100% audience in 6 months and a solid foundation for the future**

Amnesty International France's new e-learning platform, relaunched in June 2024, is already posting impressive results in terms of reach and engagement. In just six months, the audience has doubled compared to the average of the previous three years. There are now 180 active users each month (figures as of April 2025), for a total of 1,827 course enrollments across 2,169 active accounts.

Despite a still modest completion rate of 10%, the team has already launched several actions to strengthen engagement. They are working on reducing the length of the courses, some of which could be up to eight hours long, structuring cohort-based paths, and intensifying external communication to attract new audiences.

The most popular courses to date are Introduction to Human Rights Education and International Human Rights Law, which are meeting with keen interest in the current climate. These initial results, achieved by a small but very dedicated team, show that an ambitious project can be successful when relying on high-performing tools and trusted partners—even without a dedicated LMS team.



"We were able to get the platform back on its feet in 4 months. In the space of six months, we have doubled our audience."

# docebo

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with Docebo.**

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