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# Analysis of the Anti-Rights Movement

Who makes up the movement, who supports it, how it operates, and tactics for countering it

The anti-rights movement is a powerful, globally coordinated force threatening the progress of sexual and reproductive health and rights (SRHR), LGBTQI+ rights, and gender equality. It is composed of a diverse coalition of governments, religious institutions, NGOs, high-net-worth individuals, and media entities working to undermine human rights norms under the guise of protecting “traditional values.”

## Key Characteristics & Actors



**Government** actors like the United States (under the 2025 Trump Administration), Russia, and others are implementing policies and supporting networks to promote anti-rights agendas globally. These policies often attack abortion access, LGBTQI+ rights, and gender equality, while reinforcing nationalist and patriarchal ideologies.



**Religious institutions** including the U.S. evangelical movement, the Vatican, and local religious leaders play a major role in shaping public opinion and policy, especially in Africa and Eastern Europe.



**Civil society groups** like CitizenGO and Family Watch International (FWI) run international campaigns that include misinformation, spectacle tactics, and harassment to mobilize public support against SRHR and LGBTQI+ rights.



**Wealthy individuals**, such as Peter Thiel and Elon Musk, use funding and media influence to support anti-rights policies, promote anti-feminist narratives, and undermine rights-based frameworks.

## Global Funding Strategy

The anti-rights movement benefits from **flexible, opaque, and well-coordinated funding streams**, particularly from U.S. and European sources. Many groups exploit legal loopholes and dark money channels to conceal funders. In contrast, progressive movements often face inflexible, delayed funding, with burdensome accountability requirements. While **data on funding flows is limited**, the total amount going to anti-SRHR efforts from organizations and funders in the U.S. and Europe amounts to billions of dollars.

Tactically, anti-rights actors participate directly in UN systems to dilute human rights language; exploit crises and conflicts over political, economic and health issues (e.g., climate, race, immigration, vaccines) to build support; use “venue shopping” to opportunistically shift strategies and select forums perceived as more favorable to a desired legal or policy outcome; spread disinformation and manipulate nationalist rhetoric to depict human rights principles as “foreign” or “Western imperialism,” among other tactics, to undermine rights-based work.





\*The full report is intentionally not being circulated publicly in order to protect the integrity of the information shared and to avoid unintended misuse. Given the sensitive nature of the topic and the tactics employed by anti-rights actors, we are taking a cautious approach to dissemination. We encourage those interested to access the report to submit their request via the QR code at the top of this page. This helps us ensure the report is reaching the intended audiences while still supporting broad awareness and collaboration.

## Global Impact

From Uganda's harsh anti-LGBTQI+ laws to the U.S. rollback of abortion rights and Argentina's political shift under President Milei, the movement's influence is spreading. Even countries with progressive legacies, like Spain, Sweden, and the Netherlands are experiencing far-right surges. Anti-rights actors also strategically undermine feminist and allied movements through wedge issues and mischaracterizations.

## Strategic Resistance

Despite the strength of the anti-rights movement, there are several strategies that have been successful at building resistance and advancing rights globally:

				
<b>Strong Movements &amp; Leadership</b> Invest in feminist leadership academies and grassroots organizing. Support political champions who promote SRHR and gender equality.	<b>Flexible Trust-Based Funding</b> Push donors to provide long-term, unrestricted support to rights-based organizations, including non-registered grassroots groups.	<b>Messaging &amp; Communication</b> Counter disinformation with culturally resonant, emotionally compelling narratives. Leverage music, film, media, podcasts, and influencers to reach broader audiences.	<b>Alliance Building</b> Collaborate and fund across movements—climate, racial justice, education—to amplify interconnected struggles and successes.	<b>Learning &amp; Knowledge Sharing</b> Share research and strategies within safe, trusted networks. Address divisive topics head-on through inclusive dialogue and movement repair efforts.

The anti-rights movement is a formidable force with global reach and significant resources. However, there is still opportunity to counter this threat with strategic investments in advocacy, coordination, and communication. Collective, sustained action is needed to respond to this movement and protect and advance human rights worldwide.

### OUR ROLE IN COUNTERING ANTI-RIGHTS AGENDAS

**Kinaura Partners, formerly Global Health Visions, is a global consulting firm, known for combining strong technical expertise with deep contextual insight across its core team and global network. We aim to play a catalytic role in the movement to counter anti-rights agendas by creating on-ramps for new actors, fostering inclusive learning spaces, and facilitating discreet knowledge exchange in an increasingly cautious landscape. The firm strengthens cross-sectoral alliances—in climate, education, health, and media—where anti-rights actors are gaining ground and helps articulate the shared threat posed by interconnected movements such as climate denialism and anti-vaccination. Kinaura also advances and amplifies rights-based agendas by elevating feminist and social justice voices, supporting narrative change through strategic communications, strengthening digital advocacy efforts, and contributing to initiatives that expose and track the financing behind the anti-rights movement.**

**This report draws on public sources and Kinaura team insights to deepen understanding of who is involved in the anti-rights movement, how they operate, and strategies for resistance. It is intended as a resource for our clients and partners and will be updated approximately every six months.**