

THE  
*e-manual*  
ON  
*e-activism*

TOOLS AND TECHNIQUES TO MAKE  
E-ACTIVISM MORE SUCCESSFUL

International  
Young Naturefriends



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2016 – Year of E-participation for IYNF

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## WHY E-MANUAL? WHY IYNF?

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### INTRODUCTION

The “IYNF’s E-manual on E-activism” summarises the learning outcomes of the international training course “Act, React and E-act”, organized by IYNF on 1-7 August 2016 in Prague. The project is part of a series of activities organized by IYNF on E-participation, which was the main topic chosen to coordinate the work of the organisation in 2016.

The training gathered 30 young activists to exchange perspectives, share stories and tools to help create a successful online campaign. This project was the second of a series of three projects dedicated to E-participation. In the previous project – a seminar on the same topic – we started to implement and gather knowledge on E-participation, and put it together in practice during the training course. Now we present the work of this within this e-manual.

The idea for the e-manual was considered at the initial stage of the planning of the training course, which was designed to result in a large amount of resources that would be put together by experts and participants from the project, and disseminated, laying the foundations for a concrete follow-up afterward.

The goal of this manual is to share the gathered knowledge from IYNF and everyone involved in this year’s activities. This e-manual is meant for youth workers and young activists but also for anyone else interested in the topic, individuals and organizations alike. It contains tools to help achieve a successful online campaign and to genuinely mobilise citizens, educate, make positive changes and build a stronger community with help of Internet.

It was designed by young people with experience in non-formal education, activism, and youth work, bringing in the most of their knowledge and practices in social media, online privacy and security, online communication, political sciences and even digital media. It intends to stimulate a reflection on what’s necessary to achieve desired online goals and why many times, goals are not achieved and activism fails to change the status quo.



Finally, while being aware of security implications of our online activity, as the use of technology grows, regardless of our interests in activism, we need to be aware and sure that our rights and freedoms are protected. This booklet can therefore serve as a beginner’s guide to this wide topic.



European Youth Event - European Parliament  
Strasbourg - France, May 2016





The Origins of the Naturefriends Movement  
1895-1933

Activism is an indissociable facet of the Naturefriends movement. Founded in Vienna in **1895** by a group of activists, merging environmental and social policy, the work of Naturefriends originated in the aim to get workers out of the dark factories and small apartments, and into nature.

The central political commitments of the organisation were striving for peace, justice, and democracy, fighting against militarism and fascism, and improving living conditions of those members of society worse off. This included demands for lowering working hours, as well as the struggle for free access to natural areas. In this understanding the common greeting 'Berg Heil' ('Mountain Whole', loosely translated to 'Good Climb') used by the

bourgeois majority of mountaineers was replaced by the revolutionary 'Berg Frei' ('Mountain Free'), expressing the demand for free access to natural sites, which was rare back in those days because most trails were located on privately owned land and access was strictly limited. Naturefriends hikes (social hiking) into these areas turned into demonstrations for free wayleave, possibly constituting the first acts of Naturefriendly activism. Social hiking was incorporated into the Naturefriends' recreational activities as a tool to see and understand people, their work, their sorrows and distress, and their struggle for a better life. With time, many other kinds of outdoor activities like climbing and canoeing would be incorporated.

Partial to critique of the Establishment and its patriarchal approach to education, the Naturefriends have always favored a non-traditionalist and experimental approach to education. For instance, the first program for child- and youth-work introduced in 1908 was revolutionary by that time.



## The 2000's

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The expansion of the Naturefriends movement to other countries, especially significant after the WWII, would make the organization, grow stronger thanks to the ability to integrate themes as diverse as politics, democracy, education, outdoor sports, tourism and environmentalism, and embrace universal causes like peace, social justice, equality and human rights.

**After the foundation of IYNF in 1975,** establishing contacts and creating links between youth from both sides of the Iron Curtain, became the organization's main priorities. At the end of the Cold War, IYNF made huge efforts to blur the dichotomy of East/West caused by decades of segregation, and organized multiple workcamps and seminars about peace, internationalism and intercultural understanding.

It mark the consolidation of Naturefriends' youth work and non-formal educational methods, as well as the incorporation of the outdoor traditions into experiential learning and arts-based education.

In the past years, activism became again prominent in the Naturefriends movement with a strong focus on environmental sustainability and ecology. IYNF's work in promoting climate justice became widely known across the European youth work sector, while Naturefriends International is active in the Green10 - a platform formed by the 10 biggest environmental networks in Europe.

On the left: Picture of Naturefriends house Brombacher Hütte built near Frankfurt 100 years ago. On the right: A group of 25 international volunteers renovated the hut in 2014



And today?

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We are in a similar context as the founders of the Naturefriends movement found themselves 120 years ago. We face another huge wave of uncertainties and threats, together with new challenges. For example, an unprecedented environmental and refugee crises, extreme inequality, the rise of a surveillance state, and ideologies that threaten world peace.

“120 years after the first spark, it’s still crucial now more than ever to **keep the fire burning...**”

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International project “How e-mazing is your organization?”  
Berk - Belgium, May 2016





IYNF 2016  
YEAR OF  
E-PARTICIPATION

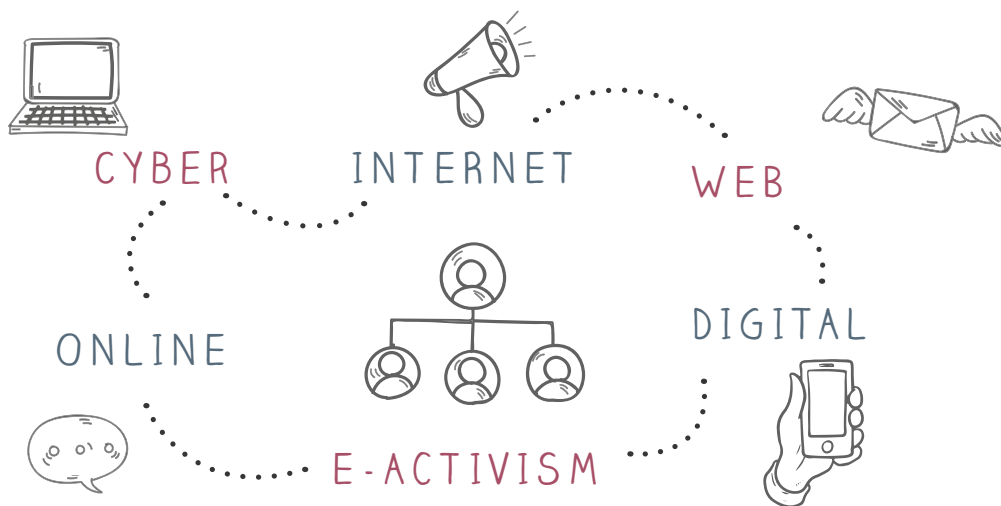
As a result of several years of increased focus on topics and actions related to online involvement, which included webinars, online publications, the creation of a social media strategy and a new network of online volunteers who worked on the implementation our first IYNF online project – ECOmaps; IYNF declared 2016 as the IYNF’s “year of e-participation” and organised a series of activities dedicated to the topic. Including 2 seminars and a training course, whose outcomes are reflected in this publication.

Besides the training course “Act, React and E-act”, the activities “How e-mazing is your organization?” – taking place in Belgium – and “D-e-zign it!” – held in Macedonia – were preponderant to the discussion of the limits of e-participation, opening new perspectives about the use of new information and communication technologies for civic engagement, participation and innovation, and new ways of achieving positive changes in society. Furthermore, these activities helped develop a broad critique of technology, its impact on society and the way we interact with each other online and offline.



# WHAT IS E-ACTIVISM?

## DEFINITION & 5 W'S



They are used to describe the same issue. The definition of the term of E-activism is not concrete and there is no general acceptance upon a commonly agreed definition.

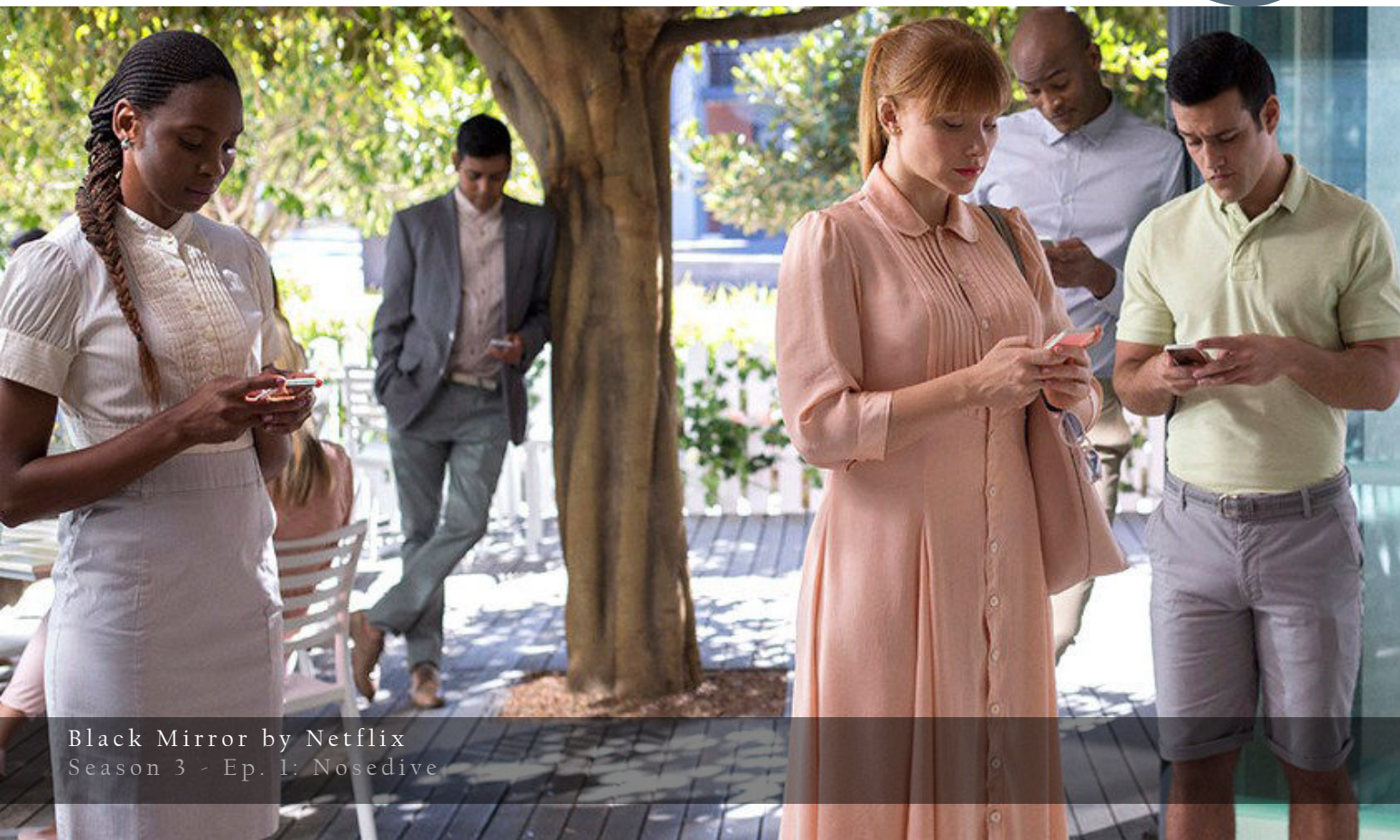


In short, e-activism can be described as the form of activism that happens with the use of internet tools. The use of online tools is quite broad nowadays. People all over the world are using internet for diverse reasons; like work, to keep in touch, for entertainment, to get information, etc. As a result, activism has also turned towards this direction, as it is happening more frequently online. Somebody can use all kinds of diverse tools in completely different ways in order to complete an online activity. With this in mind, to not exclude any type of online activism and judge people's actions, we have chosen to use a more descriptive way to define online activism.

## E-ACTIVISM IN CONTEXT

Since there is no specific definition that can explain the issue of e-activism in short, we are going to explore it here in a more descriptive way by placing it firmly in context. Starting from the simple one line 'definition' that we offered before, we are going to extend and explore the definition further using the 5W+1H technique of information gathering/problem solving.

E-activism is the form of activism that happens with the use of internet tools.



## Who?

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An e-activist can be any person that considers themselves to be one. In other words, whoever is interested in starting a campaign, calling for action on a specific case, wants to support an activity and is actively doing so with the use of online tools, then this person can proudly call themselves an e-activist.

If the person is the one that has initiated the activity (initiators), or is a member that is supporting it (supporters) or part of an alliance that is actively showing support towards this activity (alliance) – it is one and the same. As long, of course, as the person wants to call themselves an e-activist. So, for example, the initiators of a campaign against children abuse, the people that took part in the campaign by volunteering or other form of participation, even the people that liked the campaign on facebook or sent money. These people are all e-activists, as long as they took action in some sense online.

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A famous example of e-activism is the KONY campaign of the 'Invisible Children'. The campaign started somewhere in America and went viral in a very short period of time, due mainly to the promotion that it received online, and because of the amount of people that actively got involved and supported it. Most of the activity of the campaign happened online.

▲ <http://invisiblechildren.com/>

▲ <https://www.facebook.com/invisiblechildren>

## What?

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**Activity wise ::** Online activism can be an action that has the purpose of supporting the common good of a community, society, or the world as a whole; asks for no financial exchange for the services it provides (except if it calls for support of a good issue) and calls a collective (from a small community to the whole world) in action.

### **In other words ::**

▲ A Facebook event for your birthday is not online activism, A Facebook event calling for participants for the COP23 is.

▲ The creation of an online school where students have to pay for their lectures is not. A platform that intends to inform people about a certain issue is.

▲ The beautiful message that I send to my girlfriend against discrimination is not, while the post I make on my timeline related to the same issue and has the purpose of raising awareness and calling other people to do the same as I did, is online activism.

▲ Similarly, an online event for a meeting that will happen online and calls people with diverse interests to connect is online activism.

Additionally, online activism can take many different forms. The form of alternative information upon a topic that is widely not accepted to be spoken about, or keeps some voices out of the wider audience. A relevant example can be the No-Hate-Speech Movement that goes against hate speech online, which is not an issue that is widely spoken about Or the connection of stories that are related to a certain topic, the sharing of which is empowering for other people.

An example here can be the video-campaigns of 'It gets better'. Where people that are lesbian, gay, bisexual and transgender (known as LGBT community) share their stories and their thoughts on how they believe that the discrimination that they are facing is getting less and their social status is improving.

E-activism could also come in the form of a petition in support of a common issue. Like collection of money for an activity, for example. A call to action internationally through social media (like the Arab Spring), community building, lobbying, fundraising, can all be considered to be e-activism. The European Union is also supporting these kinds of projects with aim of changing people's attitudes; increasing tolerance.

**Tool wise ::** No matter what sort of online tools one uses (social media, platforms, websites, online radio, etc.) as long as the activity follows the previous description, it is online activism.

Like any other type of activism, online activism can be illegal or even fall under the rule of law as a criminal offense. For example, the actions of the Anonymous group, Julian Assange's Wikileaks or the documents disclosed by Edward Snowden are famous examples, which despite gathering a strong public support, are all accused of either acting against the legal rights of national institutions or/and private businesses, or threatening national security.

## When?

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Now, this is both simple and complex. E-activism occurs, in short whenever it is determined that there is need for it. When this is, depends on the people that initiate it and when they initiate it, and of course for how long.

Two examples of completely diverse cases related to their duration are a. Occupy Wall Street – as a form of online activist action that lasted for years and was repeated among other countries and reproduced in other Streets and Squares, b. the Stop Online Piracy Act that lasted a few months.

## Where?

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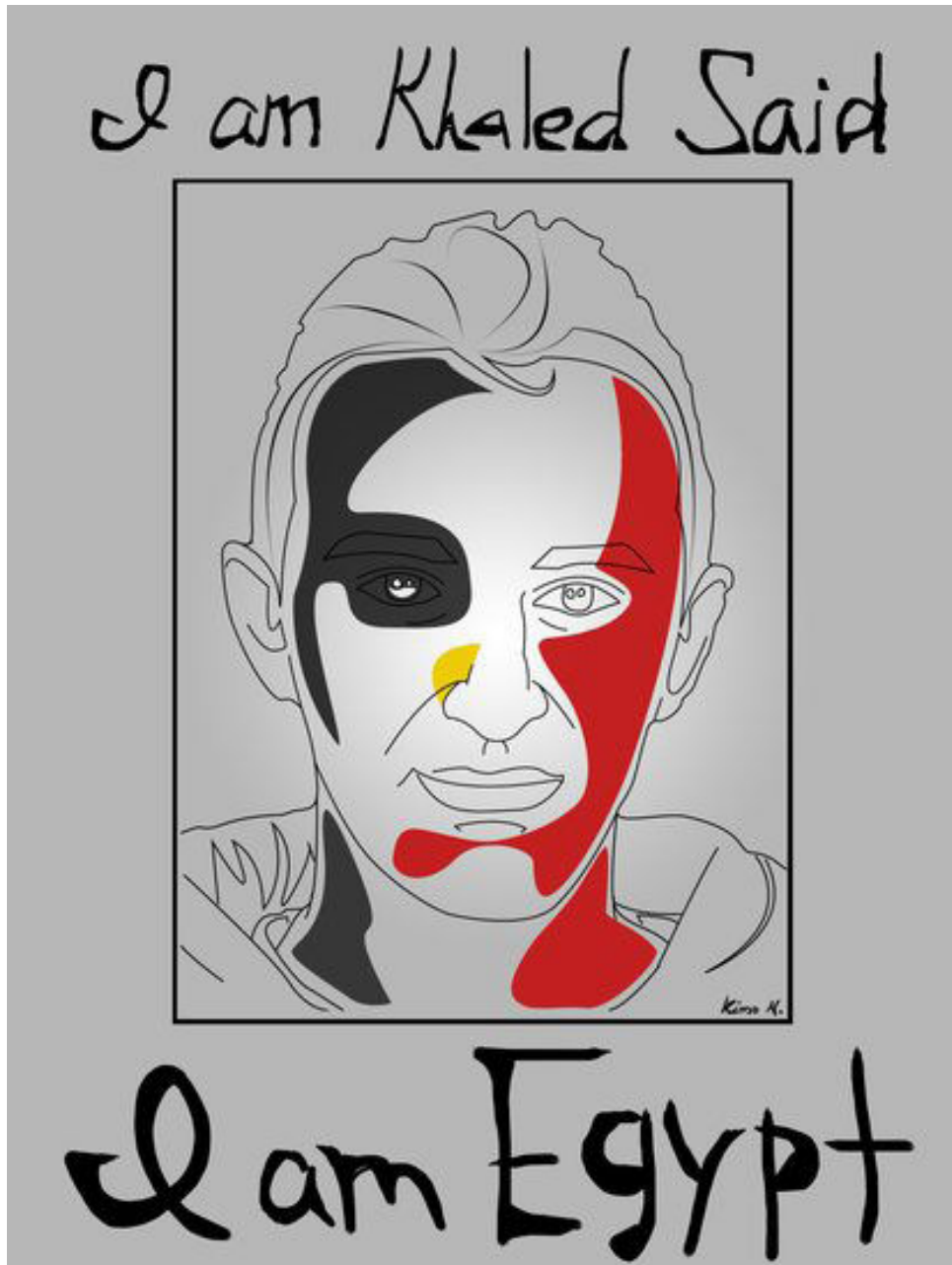


An e-activist action is an action that contains within it an online call for action, regardless if that action happens online or offline; even if an offline activity has an online call for action, but that shares its methods of communication online. An offline activist project can also leave some kind of impact on the people that follow it online.

Although there were multiple factors which led to the famous Egyptian popular insurrection on the 25th of January 2011 – social media, and in particular the Facebook page “We are all Khaled Said” had a crucial role in the unfolding of the event. The page functioned as a vehicle capture and grow an audience online and involve people in civil disobedience actions offline.

“I call this Revolution “Revolution 2.0”  
I say that our revolution is like Wikipedia... everyone is  
contributing content.

- Activist Wael Ghonim -



## Why?

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**Why activism?** Mainly, because there is a need for action for a specific case.

**Why online?** Maybe you need to spread your activity as fast and as wide as possible, or the issue you want to address is online to begin with.

In general this question is more of a reflection for the person that is initiating the activity. There is no clear guideline on how to find a concrete reason on why e-activist campaigns start. If you are here right now reading this manual, then you most probably already have the reason. You are simply looking for the way to make it happen. There is only one directive we could give you here. Make your goals specific. The more concrete your actions, tools, resources are, the better you can build the core of the why in getting into what can be considered to be e-activism.



## How?

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### Elements of E-activism ::

If we would break down E-activism, we could see that it consists of several elements that make it to be what it is.

▲ **Activism** - In order for an activity to be considered as online activism, it has to first of all be activism! Related with the action type it is calling to, there are 2 further categories:

▲ **Engagement** - Activism that calls people to make a specific action or a series of them.

▲ **Awareness** - Activism that has the purpose of raising awareness on a topic

▲ **Online** - In order for an activity to be considered as online activism it has to happen with the use of technology, and specifically with the use of internet. The activity or elements of it must be accessible and/or happen online.

▲ **Evolving** - In order for an activity to be considered as online activism it has to happen among people, people that are active, engaged, and informed. In this form there are 2 types of ways which online activism can be addressed.

▲ **Resources** - The activity must make use of physical, mental, human resources. It must collect and organise the collective in a way that supports the progress of the purposes of the e-activist project.

▲ **Network** - The activity has to be promoted. The use of internet can support the spread of it across the world. This means that there are people that can see the activity and not actively take part in it: the public.



# History

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Just as with any other human activity, online activism has its own history. Starting from the 1990s when the internet started to become widely familiar to the public and developed throughout thereafter. This culminated into the situation today, where now e-activism is something anybody can partake in. In this section, we have collected the most important events that have happened throughout time and we are offering them here as inspiration for further research and development.

\* \* \*

- ▲ 1990 - Lotus MarketPlace - When Lotus announced a massive collection of personal data of individuals in the US. The public responded with a massive e-mail calling for action against it. 30,000 people demonstrated, and the demonstration was one of the first times a demonstration so large was organised through online media.
- ▲ 1994 - Zapatistas - The EZLN party in Mexico used e-mail, Usenet groups and some of the earliest forms of DDoS to attack their government's website and gather attention for their causes.
- ▲ 1998 - Move On - Online petition towards the US congress to request that the attention of people changes from being focussed too much on the Levinski scandal to more important politics.
- ▲ 1999 - Seattle protest - A massive protest against globalization organized and protested during the corresponding WTO meeting.
- ▲ 1999 - Indymedia - After the protests against WTO, various outlets of independent media were created. This platform of independent media is based on being an open publishing collective that promotes alternative journalism.
- ▲ 2003 - Anonymous - The hacking group (hacktivists) of Anonymous makes their first move online. Since then they have undertaken many other widely known e-activist actions.
- ▲ 2006 - Immigration texting - High school students used text messages to organize a classroom walk-out to protest against the changes in the immigration laws in California, USA.
- ▲ 2009 - Iranian Elections - Students communicated through social media in order to protest against the reelection of the then Iranian president.
- ▲ 2010- Novara Media - Aaron Bastani creates Novara Media after the student protests against raise of the tuition fees in the UK.
- ▲ 2010 - Wikileaks - Julian Assange through Wikileaks published some of the first classified documents that leaked throughout the world.
- ▲ 2010 - Scriptonite Daily - Kerry-Anne Mendoza writes viral online media content opposing the conservative and liberal democrat coalition government in the UK.

\* \* \*

▲ 2010 – Arab Spring – The revolution begins in Tunisia and slowly spreads all over the arab world with the use of social, alternative media online. Several governments attempt to shut down the internet, although people on the streets still were able to spread the message through alternative online methods. For some years after the demonstrations continued.

▲ 2011 – Occupy Wall Street – Another great online-offline revolution against social and economic global equality. The movement ignited in New York, USA, and spread all over the world. Demands of the movement were repeatedly adopted to the needs of local areas.

▲ 2012 – Kony – A documentary against the illegal recruitment of child soldiers in Congo, Uganda and Sudan. The video went viral, movements against the issue were gathered and supporters from all over the world were joined in the cause.

▲ 2012 – MOOCs – The concept of Massive Open Online Courses was introduced to the world. Nowadays many institutions, Universities, educational centers and individuals are using the tool to offer free or low cost knowledge.

▲ 2013 – No Hate Speech Movement – The Council of Europe launches for the first time the No Hate Speech Movement in protection of internet users. The campaign has the aim to eliminate hate speech on online media platforms.

▲ 2013 – Present – Global Surveillance Disclosures – Former NSA contractor Edward Snowden discloses multiple documents revealing operational details about NSA and its international partners’ global surveillance on citizens. The first documents were published in the Washington Post and The Guardian simultaneously, followed by other media outlets worldwide.

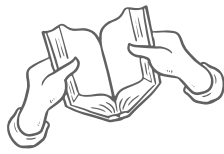
▲ 2014 – Umbrella Revolution – People gather on the streets of Hong-Hong accompanying the “Occupy Central with Love and Peace” movement. Protesters organised through social media in their campaign against new state legislation. When the government tried to shut down their network by restrictions in their internet access, they were still communicating through their own medium: FireChat.

▲ 2015 – The Canary – Alternative online media platform launched by Kerry-Ann Mendoza, providing an alternative voice to politics in the UK.

▲ 2015 – Feel the Bern – Candidate Bernie Sanders decides to make an alternative campaign for his election as Democratic Presidential Nominee in the US elections. He uses social media, taking small contributive donations, making his campaign a grassroots movement. His exposure and publicity mainly occurred online.



International project "E-act, Act & React"  
Prague - Czech Republic, August 2016



## SOME PRACTICE

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### (UN)SUCCESSFUL EXAMPLES

In this whole chapter we are going to tell four different stories. This will be a collection of examples that can support future online e-activists and inspire them in their activities. The examples are real historical cases that have taken place around the world. All of which these examples used social and other kinds of online media within their causes.

In the first part of this chapter we are going to present two cases of online activism that we consider to be successful examples.

In the second part there are two cases that we consider to be unsuccessful examples of e-activism.

In all four of these stories there are positive aspects and negative aspects.

We have already determined ourselves what tips the balance in regards to which of these examples can be considered to be successful or unsuccessful in this case. Although with this in mind, following these four stories there will be a section which outlines the strengths, weaknesses, opportunities and threats of each of them. The stories will each be analysed in this way as examples of e-activism; of how the online and offline elements of each example play off one another in effective or ineffective ways. Mainly looking at the significance of the online elements in each case. This will allow future e-activists to learn the lessons of these examples for their own campaigns.

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### SUCCESSFUL PRACTICE EXAMPLES

**Novara Media** :: As a response to the election of the Conservative and Liberal Democrat coalition government in 2010, the United Kingdom has seen a large increase in independent media, specifically online. Many people in the United Kingdom after the formation of this government believed that the compromises made by the Liberal Democrats in order to appease the

Conservatives (the party that had the majority of members of parliament) and their narratives during their general election campaign crossed a certain line. The broadcast and especially print media's coverage in England was considered to be a conduit of these narratives rather than exercising a critique of them.

Novara Media on its website purports to be driven to build a new media for a different politics. They stress that “rather than seeking to moderate between two sides of a debate” that they “actively intend to feed back into political action”. Their model consists of online, stream-able video, audio and written content, whilst using a social media strategy to promote this content. Users are enticed with entry-level short videos of a Bastani monologue which regularly contains a critique of the current political paradigm in the United Kingdom, and are then directed to the Novara Media website which contains a mixture of video documentaries, interviews, written journalism and long-form

audio containing longer conversations between those within Novara Media or with individual guests.

Novara Media prior to 2015 was largely ran by volunteers with minimal funding in disproportion to its influence online. In 2015 Novara launched succeeded in its #Novara10k crowdfunding appeal bid to raise 10,000 Great British Pounds to fund the organisation’s expansion and further influence in political discourse.

The organisation so far has lended itself to the resurgent “radical”, or “new” Left of the political spectrum in Great Britain with great influence.



- ▲ *Introducing: Terms of Engagement* – YouTube
- ▲ <http://novaramedia.com>



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Novara Media supported *Momentum* - the organisation behind the leadership elections of Jeremy Corbyn within the British Labour Party, often provoking much of its audience to fund Momentum and join the Labour Party to be involved in the political process. Often delivering cutting analysis, Novara Media has made a great impact in its ability to add to the national political debate within the United Kingdom; often using this

cutting analysis to add to the debate, and in a democratic fashion, set the terms of debate whereby those of similar principles can rally around.

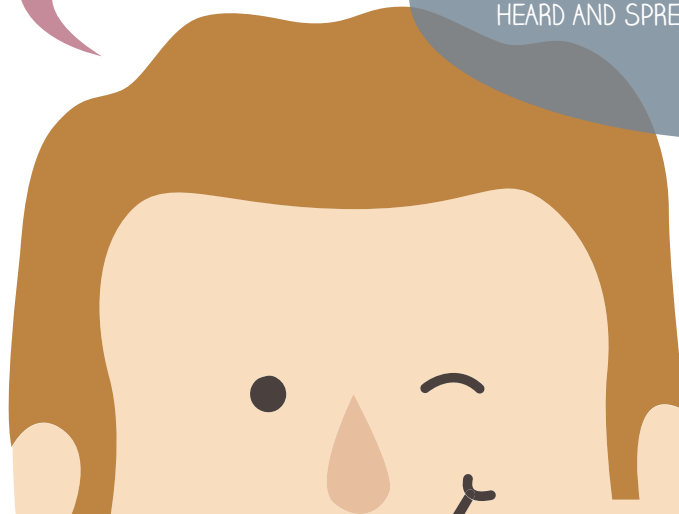
So far reaching its goals through delivering a quality of investigative journalism that matches its larger competitors with a fraction of their resources. In this sense, Novara Media can be considered to be a successful form of e-activism.

SOME TIPS



USE GRAPHICS AND VISUAL REPRESENTATION. THEY ATTRACT PEOPLE'S ATTENTION AND CREATE AN IMPRESSION FASTER THAN A TEXT. PEOPLE LIKE TO GET THE INFO FAST AND EASY.

IF THE PUBLIC AND MASS MEDIA DON'T HEAR YOUR VOICE, THEN CREATE YOUR OWN MEDIUM TO GET HEARD AND SPREAD THE WORD, WHEN THEY COVER YOUR VOICE!



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### **Scriptonite Daily & The Canary ::**

One more strong and successful example of post-2010 Independent Online Media, would be Kerry-Anne Mendoza's "The Canary". Originally a writer for her own blog known as 'Scriptonite', and 'Scriptonite Daily', Mendoza began writing as the moniker Scriptonite as a reaction to the Conservative and Liberal Democrat coalition's policies based upon a narrative of fiscal 'scarcity', otherwise known as austerity. Mendonza's blog entries on the Scriptonite Daily provide a running commentary on news events, with an investigative eye for publishing stories that were missed out or ignored by other media outlets. To gain its following, Scriptonite Daily focussed on the potential of its material to go viral on social media through the conversion of its material into infographics. This soon worked very well as a marketing strategy.

Mendoza's efforts as Scriptonite through adopting this viral strategy, and by collaborating with many other freelance, online journalists in this network eventually led her to an incredible position of exposure and resources. The Canary was viable to be launched as a full media channel beginning in October 2015.

The Canary as a full media channel boasts of being a pioneer in the growing online media community, and the structural change to media journalism that comes with it. As it states on The Canary's website: "democratising media

creation is a central aim of The Canary". They have adopted a "membership platform that allows [their] readers to decide of the areas [they] investigate", and are constantly "channell[ing] revenue into an Investigate Journalism Fund," enabling the "kind of long-form, original, investigative journalism that has become a rarity in the cash-strapped mainstream".

The Canary now boasts of a readership to the size such as that in July 2016, the website achieved over 7.5 million views, and was ranked 79th in a league table of media organisations in the United Kingdom. This also amounts to 3.5 million unique users per month, and a growing community that attracts a paid subscriber every 2 hours, every day. The organisation has also played a large role in a number of political controversies in The Canary's attempts to apply pressure onto what turned out to be a majority Conservative government, and their austerity policies after the general election of 2015. These controversies which involve the very serious allegations exposing electoral fraud and misspending by the Conservative party during the 2015 election, which gained a lot of attention and is still an ongoing investigation. In these terms of both of their impacts on politics in the United Kingdom, The Canary alongside Novara Media can both be considered successful forms of independent, alternative, online media and success stories of e-activism.

## The Umbrella Revolution in Hong Kong ::

In mid-2014, the National People's Congress Standing Committee (NPCSC) of the People's Republic of China proposed a piece of legislation for Hong Kong which would provide "universal suffrage" in the 2017 Hong Kong Chief Executive and the 2016 Legislative Council elections. A debate upon this proposal saw a clear dividing line between what "universal suffrage" definitively meant in this context. By the time of the 31st of August 2014, the proposed legislation was clear: all 2 (or 3) of the candidates for these elections would be selected by a Nominating Committee, comprised of 1200 members mirroring the Election Committee of Hong Kong; which was already highly scrutinised for its undemocratic structures and selection procedures.

The proposed reform was seen by many as a power-grab, and an effort to further undermine the autonomy of the authorities of Hong Kong by the Communist Party – the ruling party of People's Republic of China. Following the announcement of the reform on the 22nd of September in 2014, by the 26th of September protests already began outside the government authority buildings in Hong Kong, and by the 28th of September a civil disobedience campaign was announced by the 'Occupy Central with Love and Peace' movement; leading to crowds filling the streets and central areas of Hong Kong nearing an average of 100,000 people engaging in sit-ins at any one time lasting over 2 and a half months, until December the 15th 2014.

The movement used a recognisable symbol of an umbrella to signify solidarity and unity from one protestor to another; a reference to the famous "tank man" holding an umbrella who stood in defiance

in front of a rolling fleet of tanks during the Tiananmen Square protests of 1989 in Beijing. The horizontal procedures, engagement, and the methods of protest in this crowd was very much enabled by modern technology and aspects which can only be described as feats which fit right within the definition e-activism.

Social media applications such as Facebook, WhatsApp and the specially designed FireChat held as centre pieces of the organisation and mobilisation of the protest movement. Using these platforms mainly through their smartphones and mobile devices, protesters were able to mobilise many otherwise apathetic individuals to become involved in the process (or revolution), and communicate with and gain support from individuals in the People's Republic of China who were otherwise blocked from these social media sites by using VPN networks and masking their IP addresses.

Protesters within Hong King itself, using these platforms facilitated locations of sit-ins, routes of the protest and updated these details regularly corresponding to the movements of the authorities that were seeking to undermine the activities of demonstrations, they were able to locate and direct medics to where attention may be needed during the protest, they shared images and video footage of assaults on protest camps and protests for exposure to the covert actions of the state, they enabled horizontal democratic structures to materialise through debating on courses of action using large group messaging platforms, and if the authorities tried to shut down this network through restricting their internet or mobile access – FireChat enabled the protesters to remain connected to each other via Bluetooth signal.





Hong Kong's Umbrella Revolution  
Honk Kong, China - 2014

So far at the time of writing, the umbrella movement can be said to have been a success. Although, all branches of the government in Hong Kong largely represented the Umbrella Movement as a potential threat to the security of citizens within the region, in the following year they introduced several policies to placate the younger generations of the population within Hong Kong. This involved repealing the previous 'buy a visa' programme in an effort to encourage more openings for start-up businesses, introducing

low interest loans on housing and more investment in rental developments. On the 18th June 2015, the proposal which sparked the Umbrella Revolution was rejected by the Legislative Council of Hong Kong. Rumours still circulate as to whether a revised or similar bill will appear again, however the initial demand of the movement has so far been met. This is a victory which can be attributed to a significant degree to the synthesis of technology and on-the-ground co-ordination, energy and motivation at the heart of the movement.

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Spread your voice among diverse media and create your own platform with "hacking" that can not be accessible to anyone else than our team.



### “Feel the Bern” – Bernie Sanders’ campaign ::

Within this e-manual of e-activism and in this chapter containing successful and unsuccessful practice examples, there is perhaps not a more direct example of the importance of the synergy between activism online (e-activism) and offline (activism) than leadership campaigns, or campaigns focussed on strengthening representative democracy and party politics. The campaign of Bernie Sanders to become the presidential nominee for the Democratic party in the United States of America in 2015/16, although considered an unsuccessful example is nevertheless one of these examples.

The campaign of Bernie Sanders to become the Democrat presidential nominee was focussed almost primarily on subverting the traditional methods that presidential and political campaigns have undertaken in the past; creating an image of the campaign as being a true grassroots

movement. This involved refusing to take campaign donations in the form of a Super PAC (Super Political Action Campaign) – organisations that are used to gather campaign contributions in support of political campaigns usually from the largest corporations and individuals willing to give the largest amounts of money possible. Instead, the campaign relied on individual donations from supporters, and pledged to use the campaign’s platform to “take money out of politics”, and advocate for public funding of future elections. The internet played a significant role in gathering support for the campaign, and facilitating this process. Through the campaign’s Twitter, Facebook accounts, Facebook groups, and the supporters of the campaign spreading the message online through hashtag campaigns relating to Sanders, infographics – otherwise known as political ‘memes’, and by creating a visible and effective echo-chamber through these channels.



Helped by this online support, the same channels of the internet allowed the campaign to establish communication methods that facilitated a ground game based upon activism and political participation from the bottom-up in many different states and local communities. This included online groups focussed on organising door-knocking, phone-banking, and building support in their local areas. A great amount of momentum was built by establishing these local structures, especially the methods of communication online that were previously untapped by previous presidential and political campaigns. Take for instance, the capability to stream speeches live to supporters over social media. Campaigners, delegates and volunteers were able to follow very closely the activities that Sanders, and colleagues (fellow volunteers, campaigners, etc) around the whole of the United States were organising and participating in during the entirety of the campaign. This allowed all who were involved to stay motivated and to feel integrated; that they were very much a part of a larger movement

The campaign regularly utilised the slogan of “27 dollars”, denoting the average campaign contribution afforded to Sanders during the campaign - a fundraising record, emphasising the power of individual donations over large special interests. Although this method of refusing money was routinely considered to be a self-inflicted handicap by critics, the Sanders campaign during the first three months of the campaign in 2015 raised a total of 26 million dollars (compared to his competitor Hillary Clinton’s 28 million) and was the first campaign between either Democrats or Republicans, to receive 1 million individual donations. The online structures, and support networks helped a great deal, to get a message that was previously completely unheard of in comparison to Sanders’ Democrat nominee rival, Hillary Clinton. The Sanders’ campaign overcame percentage point gap a greater than 40 in the opinion polls at the beginning, to a gap that regularly appeared to be less than 5 points come April 2016.

**ROLL UP YOUR SLEEVES  
IT’S TIME FOR OUR REVOLUTION**

**Bernie**

2016

“Feel the Bern” – Bernie Sanders’ campaign  
United States, America - 2016



Although, Bernie did not become the presidential nominee, and the campaign in this sense has to be deemed a failure. It appears that the hill to climb was simply too steep to overcome for Sanders to win the election. Although the campaign was an incredibly inclusive campaign, it proved to be incredibly difficult for it to reach out to absolutely everybody that was necessary to achieve the stated aim of making Bernie Sanders the nominee for the Democratic party. The momentum of the campaign was also significantly halted by several issues that could be considered to be out of the influence of online, e-activism,

and was the result of internal party politicking within the Democratic party. The campaign to make Bernie Sanders the nominee for the Democrats in the United States afterwards became 'Our Revolution' – a progressive political action organisation, advocating participation within the political process to elect progressive candidates such as Sanders in the future. Although the campaign can be considered a failure for the specific task it set out for itself, the activist, and online e-activist components continue as vital parts within the political movement of 'Our Revolution'.

### SOME TIPS

MAKE THE DIFFERENCE. IF YOU NEED YOUR ACTIVITY TO ATTRACT THE MOST OF ATTENTION, DO SOMETHING THAT WAS NOT DONE BEFORE AND SPREAD THE WORD AROUND IT, UNDERLYING THE REASONS BEHIND IT.

MAKE IT LARGER. IF YOU SEE YOUR ACTIVITY HAS INFLUENCE ON PEOPLE, MAKE IT SUSTAINABLE. MAKE IT STAY. MAKE AN ORGANIZATION OUT OF IT. MAKE A STABLE FELLOW GROUP.

ASK FOR DONATION. IF YOUR CAMPAIGN OR ACTIVITY IN ORDER TO BE COMPLETED NEEDS MONEY, THEN ASK FOR IT. THERE ARE SEVERAL ONLINE TOOLS FOR FUNDRAISING.



## The Egyptian January Revolution ::

Following Hosni Mubarak assuming the presidency of Egypt after the assassination of the former president Anwar El Sadat in 1981, Mubarak began his tenure reversing the re-implementation of a multi-party state enacted upon by Sadat under the pretence of a “continual state of emergency” and suppression of Islamic militants. Beginning on January the 25th 2011, amongst a great long list of grievances from those in Egypt living under his rule - including the rigging of elections, low economic performance, low employment, declining living standards, insider state corruption, police brutality and suppression of civil and human rights - the 30th year of dictatorship rule by Hosni Mubarak eventually saw a large-scale protest movement opposed to it; an influential movement considered to be one of the pillars which is now seen as the Arab Spring - beginning in December 2010 with the Tunisian Revolution.

Similar to the Umbrella Revolution in Hong Kong, the January Revolution in Egypt included a large number of non-violent methods of disruption. Protesters distributed Gene Sharp’s list of 198 “weapons of non-violent action” in Tahrir Square, translated into Arabic and used as inspiration and as a guideline as to what kinds of actions were expected from the movement. This included riots, protests, strikes, demonstrations, boycotts, the occupation of institutions, and many other acts of civil disobedience and non-violent civil resistance. The movement was considered to be a wholly inclusive and Horizontalist phenomenon, embracing individuals from a wide-ranging scale of socio-economic and gender backgrounds. Possibly as a testament to this (although there are some disputes as to what kind of influence it held,) social media and tenets of e-activism is also considered by many to have been pivotal in the mobilisation, outreach and organisation of the movement.



Egypt's Jan. 25 revolution  
Egypt - 2010

Although the retort is that only 20% of Egyptians had internet access during 2011, several Facebook groups were formed previous to and as a continuation of the January revolution, with several hundred thousand subscribers to them. Social media users were censored viciously by authorities and connectivity was scarce, however even considering this lack of internet access, this amount of activity nevertheless was undertaken by those that had considerably high levels of participation within the revolution and were able to circumnavigate these barriers. Because of this level and concentration of engagement amongst those of the 20% with internet access, these online social media channels created an influential platform for those from the outside-looking-in, and constructive communication of concerns and debate regarding the purposes of the movement for those within.

The Facebook group 'We are all Khaled Said' dedicated to the death of a young computer programmer in June 2010 under police custody led to further momentum of the outburst of the Revolution in January 2011. Photos of Khaled Mohamed Saeed's body that were leaked online after his death showed evidence of the fact that he was brutally beaten to death by police officers. The Facebook group started by Egyptian Google executive Wael Ghonim reached 400,000 active subscribers mobilised many otherwise apathetic individuals to identify with the purpose of the movement.

Live streaming and tweeting of the movement's actions in both Cairo and Alexandria from the actual locations that they were taking place allowed a running-analysis and exposure which

otherwise would have been filtered on television and other outlets. Democracy Now, an alternative news outlet within the United States regularly engaged in this method of exposure. These methods helped a great deal in countering the censorship and suppression of voices of the movement from Egyptian authorities. When internet access was restricted by the Egyptians authorities during the revolution, activists recorded activity and crossed borders into neighbouring countries to release footage and inside information.

The January Revolution lasted for 2 weeks and 3 days, until the 11th of February 2011. A lot of the demands of the movement were actually met. Mubarak resigned as the president of Egypt, the dissolution of parliament as fulfilled, the emergency law that enabled a one-party state was abolished, a minimum and a maximum wage was implemented; although, many demands which were once met were eventually reneged upon - such as Omar Suleiman, the vice-president not running for the presidency afterwards, and the dismantling of the intelligence service. Some demands are also still not met too, such as the release of prisoners jailed since January the 25th 2011, and the stopping of state media propaganda.

The January Revolution can be considered a failure simply because it was ultimately unbalanced, and fell prey to what can be considered the most pertinent question related to activism, e-activism and in this case: popular uprisings. All campaigns and movements face this question in one way or another in the end: to what extent do you balance horizontal and democratic structures against hierarchical leadership?

Although the movement in Egypt boasted of what constitutes as a huge popular uprising, and succeeded in changing to political landscape of Egypt - this uprising also led to the election of the Muslim Brotherhood who was then opposed via another popular uprising and a coup d'état lead by secularists leading to the rise of General Abdel Fattah El-Sisi - a regime that still engages in brutal instances where civil liberties are suspended (an estimated 40,000 people were imprisoned following this coup).

In order to avoid this Egyptian historical recurrence of brutal regime change, the Egyptian Revolution of 2011 succeeding in symbolising a more inclusive and fair future. These symbols were shown in the great examples of the work that democratic structures and non-violent

methods of disruption and online communications can do. E-activism (activism that is done online) played as a factor in this. Many demands were met, but the lack of direction within the movement made sure that the fundamental issues that were contested with the movement in 2011 were not rectified.

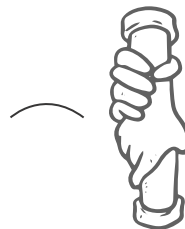
E-activism can facilitate inclusion, availability, exposure and mobilisation, but what is usually missing is the organisational structure (or element of hierarchy) to facilitate fundamental change. A greater synergy between activism online and activism offline must be met, as must a greater mixture of horizontal organisational structures and overall direction in order to see online-activism and offline-activism see their true potential.

### SOME TIPS



Introduce a new medium to your fellow colleagues. It is never too late to introduce a tool. Maybe it is going to get viral...

Use the support of the ones who can. Not all the people have access to same resources. Supporting each other can complement the needs. Teamwork is the answer to success.



Use hotspots. Access to the resources is not always available everywhere. But by using hotspots where they are always going to be accessible you ensure your campaign will keep going on safely.

## Independent Online Media (Novara Media & The Canary/Scriptonite Daily)

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**S**TRENGTHS – Freedom of expression and natural affinity with objective journalism – online independent media is not dependent on external funding which creates conflicts of interests. Simplicity of messaging through infographics appeals to a wider audience; these methods are also used to catch attention and communicate usually complicated concepts in simpler terms.

**W**EAKNESSES – Dependence on smaller streams of revenue and small donations from smaller organisations and individuals means a lack of money and resources. Echo-chambers – meaning those who follow these media channels do so because they already agree with the content and all of those outside of this ‘bubble’ are none the wiser to it.

**O**PPORTUNITIES – Extremely efficient way of delivering greater quality, investigative journalism. Exposure of material to a greater audience that would never otherwise had been imagined without the internet, or would never had been exposed or regularly covered by traditional media outlets.

**T**HREATS – Internet censorship. Rival online media channels which manufacture fake news, thus blurring the lines between quality and non-quality journalism.



## The Umbrella Revolution in Hong Kong

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**S**TRENGTHS – Huge numbers of people willing to participate in the movement. Unity and strength shown through powerful symbolism and imagery (umbrella street art, and the use of the umbrella during the protests). Decentralised command and organisational structure apparent throughout the movement, enabled by social media platforms.

**W**EAKNESSES – Despite methods used to immunise protesters from this, the protest movement was still able to be co-opted (see threats).

**O**PPORTUNITIES – Crowdsourcing on a scale never that had previously been matched before. Crowdsourcing of the demands of the movement to the authorities, large-scale participation in debates on protest tactics enabled through social media and online applications. Increased exposure of covert and unethical tactics adopted by the authorities.

**T**HREATS – Reliance upon the internet meant that the authorities could easily shut down the protester’s main tool of communication (bar FireChat and its use of Bluetooth). Authorities in Hong Kong could also see a lot of the information shared over online channels themselves and anticipate some of the protester’s actions.



## “Feel the Bern” – Bernie Sanders’ campaign

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**S**TRENGTHS – The campaign was funded by small, individual donations – not dependent on large campaign contributions which can create conflicts of interests. Used social media alongside a decentralised campaign structure – this allowed grassroots activism to be the basis of spreading its message, thus circumnavigating the reliance of campaigns on traditional media outlets.



**W**EAKNESSES – Internal Democrat party structures stifled the momentum of the campaign, there were no preparations for this. Due to its independence and grassroots focus, the campaign lacked exposure in the mainstream media – mainly print and TV outlets.



**O**PPORTUNITIES – Coupled with a historically low average for campaign donations, a large-scale enthusiastic participation in the political process enabled by social media platforms, is a historical feat for a nomination campaign in US history. These aspects provided for a campaign with levels of inclusion, participation and enthusiasm not seen before.

**T**HREATS – Enthusiastic participation could easily dissipate after defeat: apathy could set in.



## The Egyptian January Revolution

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**S T R E N G T H S** – Inclusionary behaviour of the revolution allowed mass gathering around Egypt and strength in numbers. Streaming of activities on-the-ground and mass exposure allowed worldwide support and accountability of authorities.

**W E A K N E S S E S** – No hierarchy, command authority or explicit leadership, leading to some demands being met but several overall undesired outcomes.

**O P P O R T U N I T I E S** – Inclusion through elements of social media and activism allowed mass participation and many demands to be met. Social media allowed activists to channel anger towards those in power with exposing the abusive behaviour of the authorities – increased exposure due to Facebook groups (We Are All Khaled Said).

**T H R E A T S** – Abusive behaviour by authorities. Lack of unity in the movement: splinter groups threatened and overturned the result of the revolution – twice.

\* \* \*

Through the technology that is available to an ever-increased amount of the world, e-activism can embrace all other forms of activism for the betterment of society. What is clear from reading through these examples of e-activism, is that each of them have their own specific contexts; but what we see when we attempt to unite these successful and unsuccessful examples, is the strategic importance of a few facets of e-activism. Ensuring unity and inclusivity through communication and strength in numbers, but weighing up the following: impartiality and objectivity, organisational structure and effective organisation. E.g. having a plan. Each of these elements are essential. They should be weighed up against one-another and considered for the implementation of a great e-activist campaign.



## AND THEN COME THE IMPLEMENTATION

.....  
A-Z TRIAL TRIP FOR BEGINNERS

### PROJECT MANAGEMENT

#### Definition

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Project management is an A-Z process that incorporates initiation, planning and management of a range of processes, methods, knowledge, skills and tasks that are required in order to fulfill the objectives of a temporary endeavor that aims at creating a unique end- product, service or result (a project).

Or to put it in layman's terms, project management is simply a method for getting things done.

#### Now what is a project?

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A project is a unique endeavor aiming at meeting several objectives and fulfilling the needs of the people involved. It can be manifest in many diverse forms, as a long or short term, as a product, or a solution oriented project. It can include many or few people to succeed, with a diverse budget range. It can be the creation of a material object, or even the optimization of an already existing one.

In other words, anything that you want to do is a project as long as it has a beginning, and an end, steps in between and is a way in getting something done. Therefore, a project can include all different kinds of aspects, and be manifest in different ways; from literally our own personal laundry, to the process and completion of a new educational institution in another country.

All these diverse parameters influence the management of each project accordingly. Not all the projects can succeed with the use of the same project management methods or tools.

There are different phases in the project management process. Throughout all its phases, a project can either spontaneously, or meticulously through a plan. Sometimes, a project is so logical to the people that have generated it, that there is no need for the use of hardly any project management tools. This happens mainly within small scale projects, which are short-term, have smaller budgets, and don't need many resources needed. Although, in projects that happen to be at the larger end of the scale, there is a great necessity for meticulous project management and coordination of all of the tasks and objectives that need to be met, in order to achieve the end-product of the project.

In the following lines you can see the main steps of project management:

- ▲ Identify the needs (vision, lack of something, need for something new, improvement of a project, etc.)
- ▲ Identify the resources (materials and human parameters available and ready to be used for the project)
- ▲ Make a plan (make a time schedule of all the steps that need to be taken in order to fulfill the needs of the project)
- ▲ Put it in action (follow the plan)
- ▲ Check the progress (evaluate the work done so far, identify mistakes, gaps, or any other parameter that needs to be changed in order to have maximum quality in the project)
- ▲ Correct mistakes / fill in gaps (make a new plan that fits your new reality check, after the evaluation)
- ▲ Finalise (evaluate, correct and redirect as many times as needed and complete the final steps)
- ▲ Evaluate (celebrate your achievement and evaluate your work, so you can use elements of it in future projects)

\* \* \*

A project simply has a beginning, an end, and steps in between! If something goes wrong, you have to fix it. This is what project management is for! The idea is to know the required balance between following your intuition and planning.



As long as the project develops, there are several things that can occur. These things are what we call project management processes. They are related with the way a task can happen.

### For project management, the main processes are ::

- ▲ Planning: ensuring there is a clear and achievable plan created on how to get to the end-result
- ▲ Monitoring & Control: ensuring that the plan is followed correctly and the parts that are not are redeemed. To even recreate the plan for the parts that are not successful, with the main structure of the plan still intact.
- ▲ Communication: ensuring communication is clear and effective among all members.
- ▲ People management: ensuring that the members involved are satisfied with their work and their cooperation, while also ensuring that the results of their tasks are also successful

It is also very important to ensure that all of the members in the project remain satisfied, otherwise there will be a lack of motivation from these unsatisfied members during the project's processes as they develop.



### Why are these processes important?

- ▲ To give the project more possibility of achieving a successful or desirable result.
- ▲ To ensure efficient and the best use of resources.
- ▲ To satisfy the needs of everyone involved.
- ▲ To make sure things will happen.
- ▲ To avoid all the possible risks or problem that may develop.

## How can make sure that the management of my project is successful?

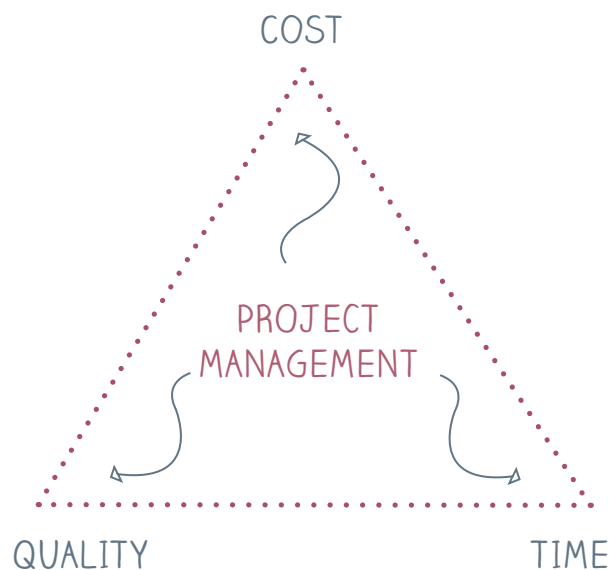
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In order to get the best results from a project management process, there should always be a consideration related to the T-C-Q Triangle.

This triangle consist of 3 main nodes that need to be always taken into consideration when organising the management of a project.

### Those parameters are ::

- ▲ **Time** - the time a project costs on the whole, and the individual time each of the participating members take on each task, or the time required that each task needs
- ▲ **Cost** - the cost in money, resources, people involved, etc
- ▲ **Quality** - the final result according to the ideal plan of the developers relative to the initial needs that were established at the beginning of the process.



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The best results occur when all 3 of these nodes are in balance with each other. They can cooperate and support each other, without giving up on their own significance. For example: don't spend too much time on something that might not be good enough in terms of quality, and will most probably cost a lot of money and effort!

## How can we use project management in online activism?

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If you have an idea for an online activity that you want to do yourself, or complete together with a team of fellow-activists, then simply name the project and establish your navigation of these very basic project management guidelines.

## Why do you need project management?

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Unless you have incredible, natural skills in teamwork, then you most probably need to organise a lot of people, resources and tools in order to get the result of your project that you want.

And how can this be done? You implement these project management guidelines and tools into your basic idea and there you go!

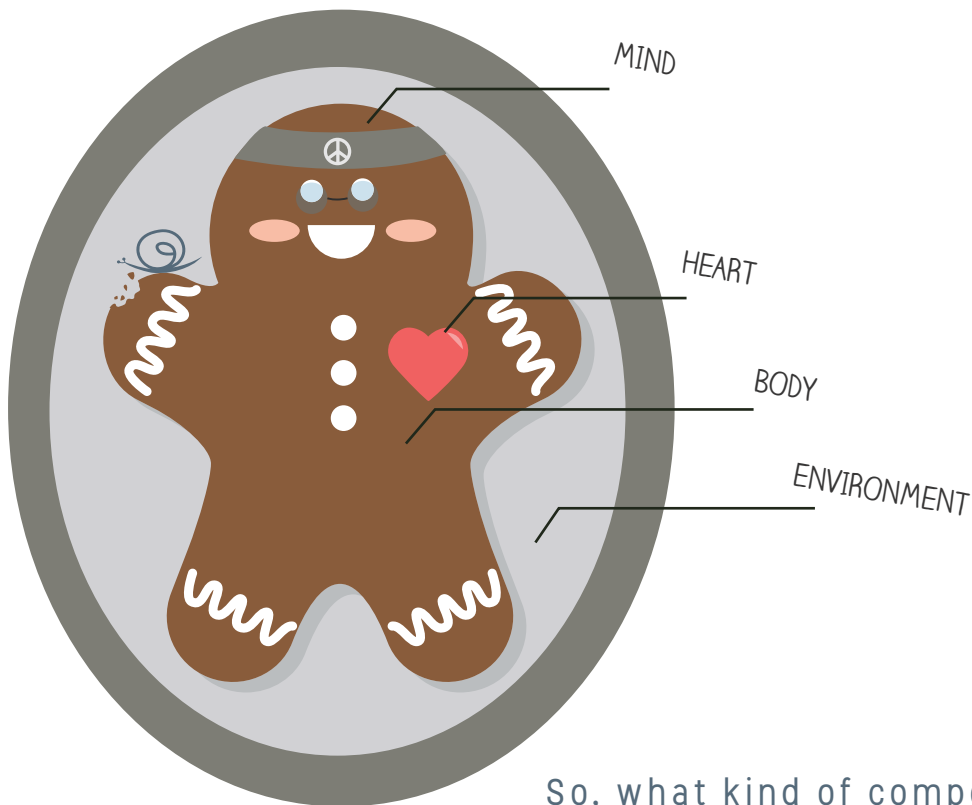




As with any other activity, knowledge isn't sufficient if it doesn't help you get into action. So since we are talking about activism - to get into activism - this is what we are going to focus on right here. By clearing out what kind of competences are needed for somebody to run a successful e-activist project.

There are no prior requirements for somebody to become an e-activist. Anyone can learn how to become one. All what is needed are 4 main parts.

**These parts are described by our own e-activist cookie ::**



So, what kind of competences does an e-activist need?

First of all, an e-activist needs a **heart**. This heart needs to beat for the case that the person wants to promote.

**Personal interest** in the topic that the e-activist is promoting is necessary for making it successful. Therefore, if the topic of online activism is an online petition about climate change, the person should have some knowledge related to the topic, or have at least 1 person in the team that has knowledge that is related. In the case that this is not possible, the project will run into several problems: the promotion of the project is going to be generalised and not attractive, plus, the information shared might be incorrect.

**Care for the issue.** The more somebody cares about an issue, the more they fight and struggle for it. No matter what obstacles will come ahead, a person who cares will keep on finding more and more creative ways to solve them, in

order to achieve their goals

Secondly, an e-activist needs to have e-skills and a **mind** that is knowledgeable of online tools.

The e-activist needs to know how to use **online tools** that will support the online activity of a project of e-activism. Although, not knowing all the tools that you are going to use, is definitely not irredeemable. Many times people need to encounter a new tool before they can complete an online activity. And as we all know, nowadays the rate of change in the world online tools and platforms – as well as the introduction of new ones – is so fast that it would be impossible for a person to keep it up with every new innovation.



Nevertheless, a useful skill that a person could have in order to be more e-successful, could be **fast-learning** and understanding of new tools. As mentioned before, we are often encountering new online tools. Some of them, we might need to use, some we might avoid. But, when we necessarily have to learn how to use a new tool, it is going to be useful to already have the mentality and understanding of how to adapt to these ever-changing technologies. It is similar to European languages. If you know more than 2 tools of the same language family, it is going to be easier to grasp the next one.

Additionally, **team management, role division and good planning** could be useful “competences” for a team. A bit more on that you can find in the project management chapter.

**Now, all these things are great to keep in mind, but what about putting them in action?**

For this we need a **body** that is going to actually make these things happen.

And who better can support these actions than a **team**? Therefore what practically is needed is a well structured group of people with different skills and competences that can compliment each other and become even greater than the sum of its parts. Similar to the first instance of the individual – the team needs to have e-competences that promote their cooperation and develop the activities within the

overarching project. This does not mean that similar competences are not welcomed in an e-activist campaign.

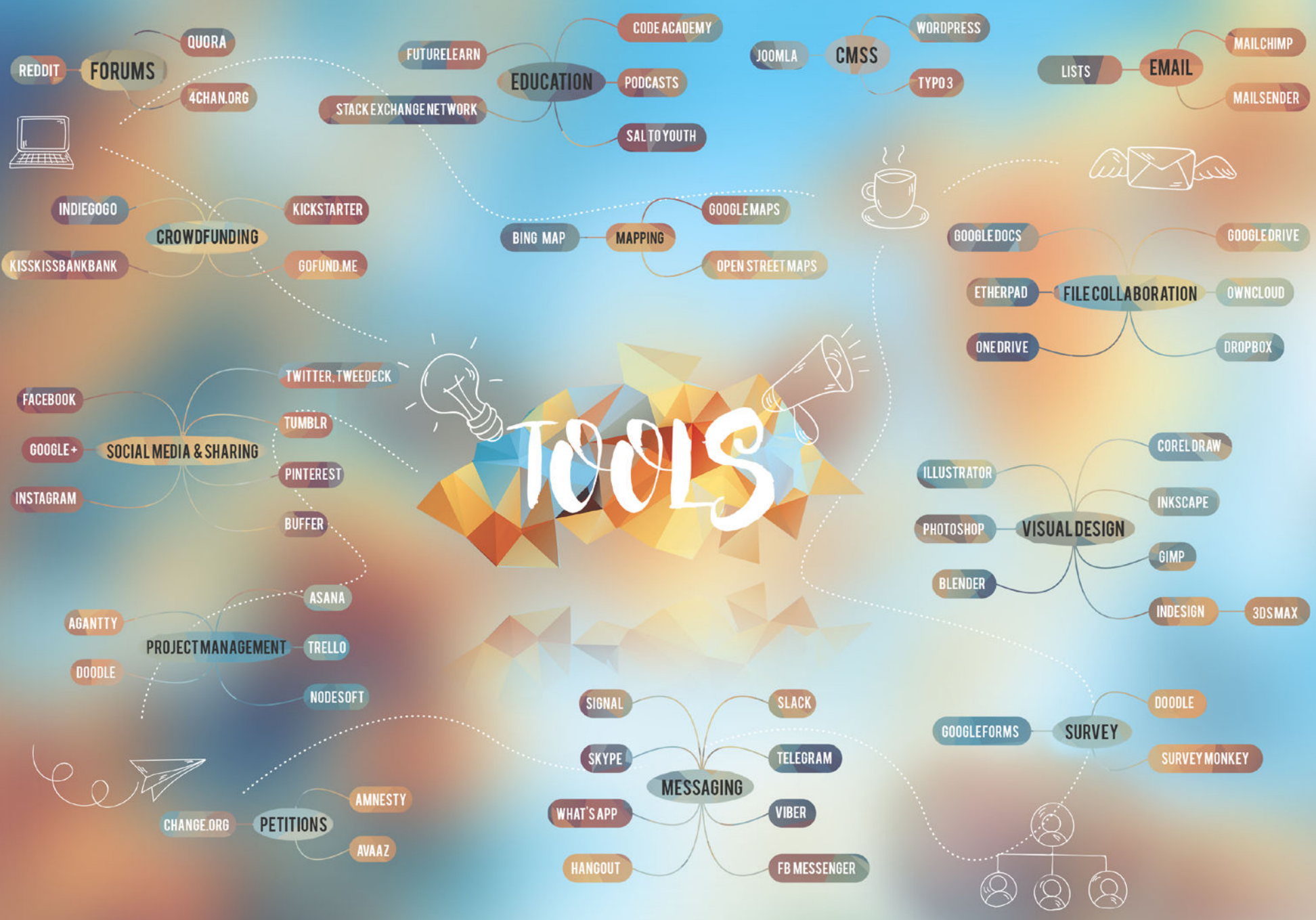
And of course, we should not forget **time**. Indeed it is amazing if a team has all its members each with their great individual competences, although if all of them are completely pre-occupied with other issues, nothing will get done. Members of the team must be able to dedicate their time to the cause.

Finally, what is an e-activist action if it stays only in a closed **environment**? An e-campaign needs to spread its message outside of its own personal circles.

The most demanding of all competences that an e-activist needs to have is the ability to **network**. As mentioned before, this need doesn’t fall upon any single individual. If a single member from the team has these skills then it is fine. This person can be chosen as the main ‘networker’ within the team, although the more people in the team that have these skills, the better.

**\*\*\***

There are not really many specific competences one needs in order to create and lead an e-activist project or campaign. It is as easy as eating a cookie. I bet for sure that in case one develops the above mentioned competences, they are going to be useful not only in their personal, but professional activities.



As the term is defined, e-activism requires access to the internet. In the breadth of the online world, there are several tools in it that can support actions of activism online.

In this chapter we have collected several of these tools and presented them here in short-form. Additionally, we have organised them into smaller categories, related to what kind of issues they are helpful for and what they are used for.



## Petitions

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These tools can be used to promote a purpose by collecting money, signatures, or by advocating a stance on a specific topic or issue. These tools can also be used to support organisations, or be organisations themselves. With the use of petition tools, an organisation, team or individuals can make a call for an action, support a purpose (etc) online and offline with the use of online services. The petitions tools can at the same time support an issue and help spread the word about it.

The tools we are sharing here explicitly support petitions and promote good causes all over the world. They also constitute some of the most famous humanitarian and non-governmental organisations themselves.

## Surveys

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The survey tools are online platforms that support survey making, questionnaires, vote collection and other forms of collecting opinions related to a topic. There are several free and diverse online tools which facilitate this kind of action. Here we have a collection of the most well-known of them. More of them can be found in project management companies that sell these survey tools.

These tools can be used for making a collective choice as a group, to vote for an issue that can be promoted to the formal institutions as public opinion, make appointments with a group, to collect information related to a topic that can be used as data, information, make a research and more.

Need to create a website quickly and have no clue about web development? CMSs –meaning Content Management Systems – are online platforms that support the creation and modification of digital content online by multiple users. The entire point of a CMS is to allow a user to manipulate database information, create websites, educational tools, design styles and templates, measure user–interaction and other insights without having to understand code or how a database works. Another advantage of CMSs is that they allow users to create a website from scratch in only a few steps.

The main disadvantage is that there no ability to fully customise the CMS, nor to incorporate functionalities that were not envisioned in the original CMS frameworks.

## Visual Design

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These are editing tools that are supporting the visual design, graphic facilitation, decoration and illustration of online publications. Visual Design tools can be used with online educational materials like this e–manual, with website development and decoration; with pictures and image–retouching.

## Project management

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Tools like these can support organising teams and task management. With them, a team can be more successful in making appointments and deadlines. Collaboration, cooperation, meeting common agreements, following plans is made a lot easier with these tools. You can find more on project management in the corresponding chapters of this manual.

## File collaboration

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With file collaboration tools a team can have access to commonly shared files and work on them simultaneously. Usually the tools give online access to materials, and offer also some version of offline access. Some of the tools also exclude access on editing and only offer the option to view materials.

These tools usually use cloud technology for storing a large amount of data. They can be used on a diverse range of devices.

Forums are tools that one can use as a form of communication accessible to a large amount of people. In this sense it has a wider reach than project management tools, since they are offering access not only to people that know each other and usually work together, but also to people that are not familiar with each other. The aim of forums are that a diverse range of people can communicate on a common topic without necessarily having a previous agreement amongst each other in regards to this specific form of communication.

People that are interested in a topic, can learning about it, share, and ask questions and issues. Almost anyone can sign up to contribute to an online forum.

## E - mail

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One of the most commonly used methods of online communication is e-mail. E-mails are used by diverse groups and individuals every day for personal and professional reasons. There are several services online available for the use of e-mail. Here we highlight some extra facilities that somebody can use to e-mail a message to a large audience. They are useful for the promotion and marketing of an issue, as well as promoting community investment. They are usually used for the purpose of an automatised message to reach the relevant audience.

## Messaging

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Nowadays there are countless online tools and platforms with which somebody can send, receive and store messages. People are using them on their phones, laptops and other electronic devices. On the infographics, we show some of the most well-known messaging tools.

There are also messaging service that are less known to casual users; those are mostly used for project management, since their features allow for extra storage and access to common documents. The creation of teams and groups allow for more flexibility with information storage.

Finally, the messaging tools have the last years added some extra features such as online visual access. Video and non video calls are quite popular and have spread to more users. Conferences are held online, video chats are made among groups. Communication has become more flexible and personalized with the use of them. Nowadays, these tools are increasingly adding more features on them, such as real-time document, presentation sharing, and real time access to platforms through video calls.

## Crowd funding

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Crowdfunding tools have as their main feature the collection of money for a common purpose. If somebody wants to raise funds for a public issue such as saving of an animal species, or personal issues such as support for studies, it is all possible. People can use these platforms for various personal, professional and common causes.

## Mapping

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Mapping tools support the creation of virtual maps where people can find easily their way to a non-virtual space, as well as mapping of spots where specific facilities are offered. An example of virtual mapping that IYNF is itself supporting is the Eco-maps project, where people can find eco-friendly shops and stores.

More and more features are added in those tools, such as real-time view, or the picture representation of a place. More and more information is added on specific places, and links and external connections related are offering extra flexible comfort for users.

## Social Media & Sharing

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Social media is the greatest tool we have in our recommended tools for promoting ideas, spreading the word on a topic and communicating. Nowadays more and more social media platforms are being invented, and they are getting increasingly more innovative, including new features that support many different needs. Each person can find and use the social media platforms that suits them the most.

\* \* \*

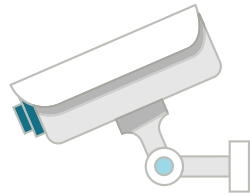
In the closing of this chapter, we would like to stress the fact that online tools are only there to serve our needs. There is no tool that is inherently good or bad. It always depends on the way we use them. Feel free to get access to them, explore them and use them in your online activism activities, as well as for other personal reasons.







# ONLINE PRIVACY AND SECURITY



## OBSERVATION

### Definition

#### Privacy ::

- ▲ The quality or state of being apart from company or observation : seclusion
- ▲ Freedom from unauthorized intrusion <one's right to privacy>

Individual privacy is a concept primarily associated to Western culture as a very recent notion relative to the entirety of human history. Despite that, it is widely accepted in most cultures that individuals should keep certain parts of their personal lives undisclosed from wider society.

The freedom to be oneself and fully express one's own intellectual, physical, emotional or spiritual matter is fundamental to our human condition. In our society this can be achieved through privacy.

The line that separates physical from virtual reality is becoming more diluted and thus, the way we care about our privacy in the physical world should be applied to our online activities, whether it's for activist purposes or not.

It took many generations of struggle to turn privacy into a basic right, but privacy is slowly being taken away from us as new methods of surveillance - especially in the online world - have become the new norm.

Every time you scroll down through your newsfeed, every time you hit a URL, or type something on Google, everyone you talk to and what time - your entire online activity can be tracked and traced back to you.

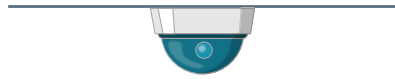
You may say you have nothing to hide, however, with this you reject a vital part of your basic rights. This kind of argument is usually used by people who are not aware of the implications or are privileged enough to not feel any impact. So let's see the implications.



Artist: Banksy  
Artwork: Spy booth

“Arguing that you don’t care about the right to privacy because you have nothing to hide is no different than saying you don’t care about free speech because you have **nothing to say.**”

- Edward Snowden -



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In [Citizenfour](#) we see how governments around the world have the ability to collect data of millions of people, find their exact location, record their movements and spy on their activities.

This documentary showed us that “extreme surveillance” is not only a practice of autocratic regimes, it is also applied in [western countries](#).

Recently the [British government has passed a new bill](#) - known colloquially as the Snooper’s Charter - that requires Internet service providers and mobile phone companies to keep and provide each user’s internet browsing activity, social media activity, email correspondence, gaming services, mobile phone messaging and pretty much any other online and mobile activity you can think of. This is considered one of the most invasive surveillance laws in the whole world.

The Canadian government is planning to go even further and [force software developers to build backdoors into their apps](#) so they can spy without a need for a warrant or to notify users.

Only recently, Germany’s interior ministry submitted a draft of a new bill to that might not only expand their government’s ability to spy on its citizens, but which will also remove citizen’s right to know what data is being collected about them.

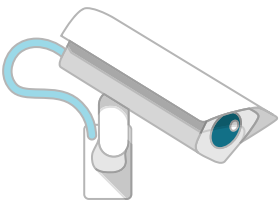
Every time they introduce a new law, governments and policymakers claim that these measures are fundamental against terrorism, that they are necessary to ensure “public safety” and prevent new crimes to happen. Conversely there are numerous [studies, reports and experts saying that the effect of reinforcing and installing more surveillance is precisely the opposite](#). This is what in political rhetoric or critical thinking is designated by a “[slippery slope](#)” argument.

## Metadata - With Whom, When, How Long and Where?

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“[...] But corporate success will also be measured by the amount of information that can be extracted, accumulated, and used to predict and modify the behaviour of any individual with a digital identity. ”

- Jonathan Crary in 24/7:  
Late Capitalism and the Ends of Sleep-



The information about with whom you talk, what devices and applications you use, when and for how long (and how often) and where, is called metadata. While some companies and services protect your metadata and keep them for themselves, a vast majority of companies, including Facebook, Google or Amazon are unscrupulously trading your private information with advertising companies, services and product sellers.

For instance, imagine you are talking to a friend on the Facebook messenger application about a certain product. Guess what's going to happen next time you will scroll through your newsfeed? You will most likely be bombarded with ads related to the product you were talking about in private.

When you engage into a certain activity on social media, automated systems will try to find keywords – which combined with your metadata – will help the platform choose products, services or events that you might be interested in. [It's not a secret that most of the revenues](#) of Facebook or Twitter come from advertising.

Okay, so it's clear that social media platforms' main goal is to make money out of advertising. But what about the other businesses? Why do they care

about your data? Think about a health insurance company that is able to track your social media activities, your Instagram account and your mobile apps. They would be delighted to find out what your eating habits are, what your lifestyle look like, if you exercise regularly, and with this information determine how much your insurance will be. In the same way, this could influence a bank's decision to give you a loan in the future.

### **But wait. There's more!**

Like the ads, have you wonder why, despite following a thousand things on Facebook, you usually get to see the content you mostly identify with. This wouldn't be possible without algorithms – a sort of automatic systems based on mathematical formulas. The Facebook Algorithm also known as [EdgeRank](#), gathers all the posts produced in a week by each of your friends, groups you follow and pages you like, and ranks them according to your personal interest and affinity. Once more, your metadata helps the algorithm to do its work and tailor content for you. If your main usage of Facebook involves liking pictures of cats, the algorithm will mostly show you pictures of cats; whereas if you prefer to spend time reading about conspiracy theories, that's what you will get.



CSE metadata scandal casts doubt on Parliament's surveillance-oversight credibility  
Canada, 2013

Having automated algorithms that pick content for you might sound great, however this brings some dire implications. By giving you only what you want and care about, they are actually manipulating your interests and shaping your own perception of reality.

In 2014, Facebook revealed that for some time, it conducted a vast experiment in which newsfeeds of 700,000 of users were intentionally manipulated to make people feel more negative or positive depending on the information displayed to them.

If companies like Facebook are able to make those claims and have the capacity to manipulate people's behaviors, thanks to the ability to observe and analyze the online activity of millions of people, can't we expect them not to run more experiments that align with their own economic incentives? What about the controversy over allegations of political bias in Facebook's Trending News section?

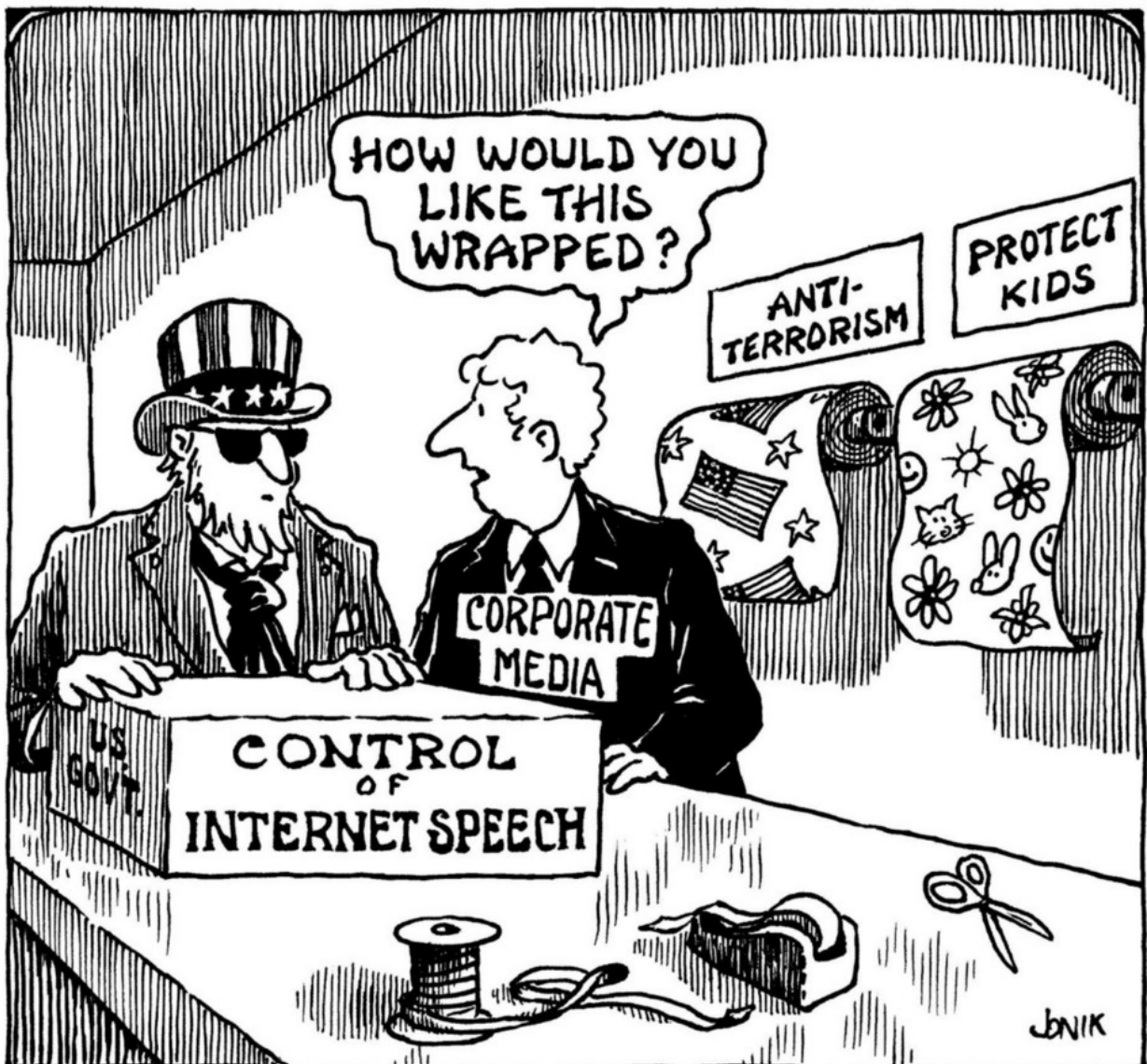
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Sociologists have expressed concerns about how algorithms create comprehensive personal profiles of individuals based on assumptions and behaviors. For instance, a potential employer can use algorithms to find out whether a candidate is prone to suffer from anxiety or stress – or on the contrary – if he/she is a calm person and able to work under pressure, and then decide if he/she is suitable for the job. Similarly, a manager can use techniques such as “talent analytics” and evaluate employees algorithmically using data produced by email traffic and other behaviors displayed at work.

So, why is this so important  
if you are an activist?

“The most dangerous form of non-freedom is  
the non-freedom which is not  
even perceived as such ”

- Slavoj Zizek -

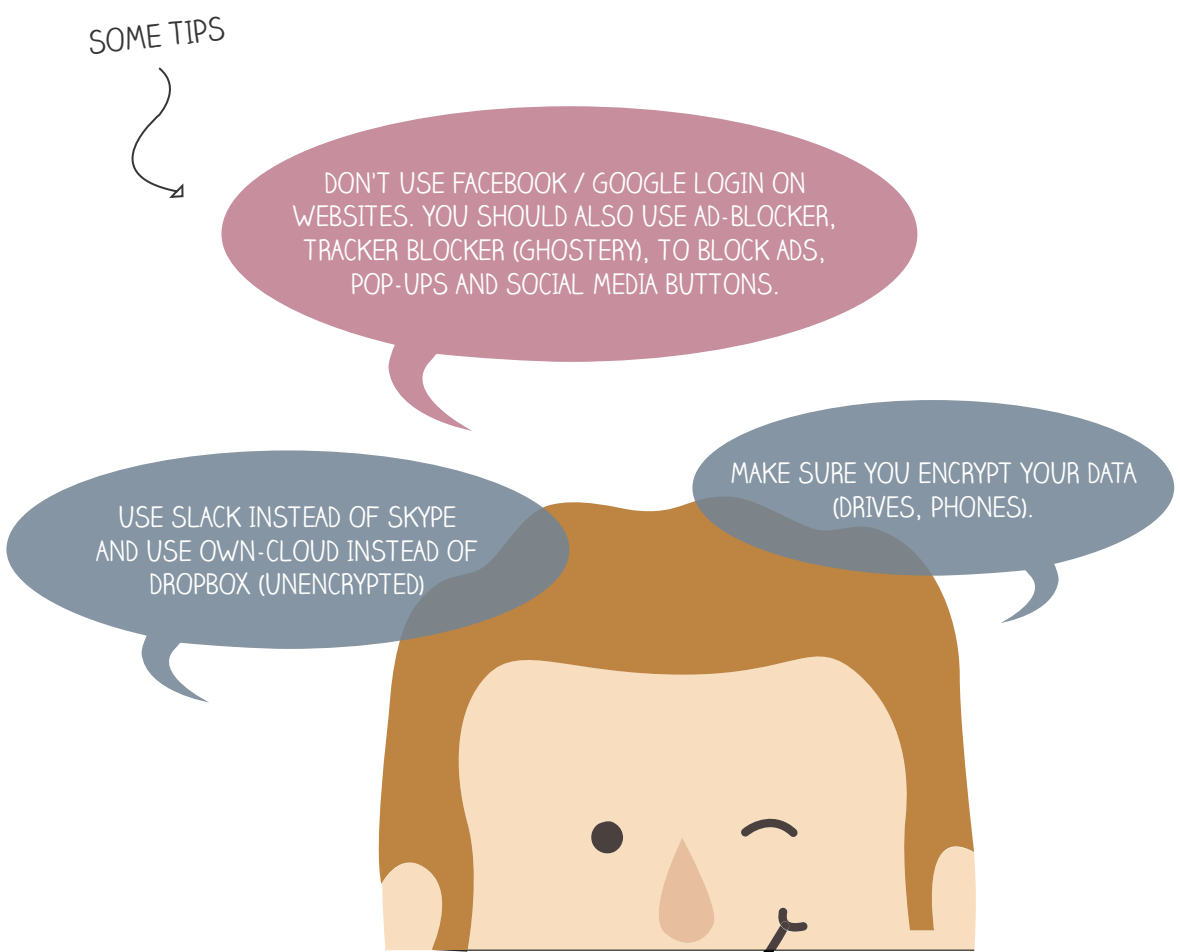


As the world is becoming increasingly monitored it's your right to be aware of the implications and be able to protect yourself from attempts to control your life and tighten your privacy. Even though surveillance methods are proven to be not so effective at preventing crime, they are very effective at limiting the freedoms and civil rights of citizens overall.

In Spain since 2014 a new law was introduced that implemented heavy fines for things like organising “unauthorized protests”, disrupting of public events or using social media to call on people to protest. In 2015, a few days before the COP21 in Paris, several green activists were put under house arrest to prevent them for protesting at the Climate Rally. Police used data like political and organisational affiliations, and information from social media to justify (!) their actions.

## HOW TO PROTECT YOURSELF IN A FEW STEPS

SOME TIPS



DON'T USE FACEBOOK / GOOGLE LOGIN ON WEBSITES. YOU SHOULD ALSO USE AD-BLOCKER, TRACKER BLOCKER (GHOSTERY), TO BLOCK ADS, POP-UPS AND SOCIAL MEDIA BUTTONS.

USE SLACK INSTEAD OF SKYPE AND USE OWN-CLOUD INSTEAD OF DROPBOX (UNENCRYPTED)

MAKE SURE YOU ENCRYPT YOUR DATA (DRIVES, PHONES).



\* \* \*

Be careful about software or tools from companies based in Australia, Canada, New Zealand, UK and US, since these countries are part of an intelligence alliance denominated by “Five Eyes” which exchange information about their citizens, as well as citizens whose data is stored in those countries. This means for example, when a certain company has servers in the US, they are obliged to give information to the NSA (the National Security Agency of the United States).

Any company or service operating in China, Russia, or South Korea is subject to even harsher procedures. This also is the case in many other countries, so it’s always better to do some research before signing up for a new service.

### Step 1: Use a password manager (Keepass or LastPass are free)

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It is very likely that you have the same password for more than one account. With a password manager you can store a different password for each service you use, but you can also use it to generate complex passwords.


### Step 2: Use a safer messenger service

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We know it’s annoying to get your friends to use a new messenger, but sometimes there are conversations that shouldn’t be shared on services that give away your private information.

For cases like this we recommend Signal. Signal is a messenger app focused primarily on privacy. It encrypts every message. Not even Signal can read your conversations. It’s open-source and free. There’s also desktop application.

Full list :: [https://en.wikipedia.org/wiki/Comparison\\_of\\_instant\\_messaging\\_clients#Secure\\_messengers](https://en.wikipedia.org/wiki/Comparison_of_instant_messaging_clients#Secure_messengers)



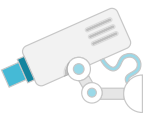
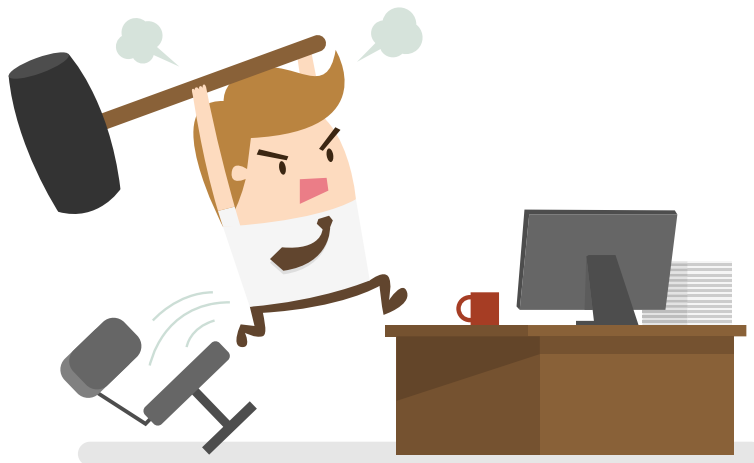
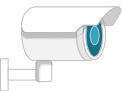
Client	Mobile	Desktop	Encryption	Free
ChatSecure	✓	✗	✓	✓
Surespot	✓	✗	✓	✓
Signal	✓	✓	✓	✓
Telegram	✓	✓	✓	✓
Threema	✓	✗	✓	✗

### Step 3: Consider an alternative email account

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As activists we usually use email as one of the main tools of communication, therefore we should care about keeping our information confidential from being accessed by third-parties. Fortunately there are a few email services that offer end-to-end encrypted emails and communication. This means that only the sender and the recipients of the message will read emails from these services, thus it can't be intercepted by third-parties like internet providers, authorities, email services or hackers (unless someone hacks into your computer).

Another disadvantage of using a popular email provider like Outlook or Gmail, is that every time you send a message, the service will scan it and search for keywords, in order to bombard you with ads or trade your info to other companies.



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Fortunately there are many safer alternatives, but please be aware that your email provider shouldn't be located in countries like the US or UK, for reasons explained above.

Here are just a few alternatives to consider ::

▲ **riseup.net**, with servers worldwide, Riseup stands for an anti-capitalist, anti-hierarchical autonomous revolutionary collectives which provide free or mutual aid services to radical and grassroots activists. It offers VPN (OpenVPN), pads and wikis, encrypted chat (XMPP), encrypted email. Cons: limited capacity.

▲ **mailbox.org**, servers in Germany, their office runs on eco-powered energy. It offers from 1eur/month for 2GB mail storage, encrypted mailbox, files and messages, calendar, office and task planner.

▲ **posteo.de**, it is focused on privacy, security and sustainability. From 1eur/month, you can have two-factor authentication, encrypted communication, calendar. Posteo's servers are based in Germany and the company powered 100% green energy.

▲ **protonmail.com**, with servers in Switzerland, it provides encrypted emails, free of charge (500mb storage) up to 30 eur/month. The company is focused on community activism and fostering public debate about encryption and privacy.

SOME TIPS



Consider 2-factor authentication.

The two-step or two-factor authentication adds another layer of security on top of the service you're using.



For instance, imagine that after entering your password you need to enter a code that will get sent to your phone before you can access your email account.

Even if you activate the incognito mode on your browser, your internet provider can easily find out which websites are you connecting with or which files you're downloading.

A virtual Private Network, or VPN, is a technology that creates an encrypted and anonymous connection over a less secure network, typically the internet.

When you connect to a VPN server (somewhere around the world) then this VPN service acts like as if it would be you. So if you would visit a website without a VPN, this website would track your IP address & location. Whereas, if you would be connected to a VPN, you still have an IP address & location, but it's the one from a server located somewhere else.

### Benefits of a VPN ::

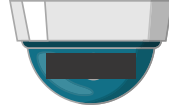
- ▲ Hides your physical location.
- ▲ Encrypts your information and communication.
- ▲ One of the safest methods to protect your information on a public Wifi.
- ▲ You can access websites that are blocked in certain countries.
- ▲ Protects your metadata.

### Precautions of a VPN ::

- ▲ Free VPN are generally less secure and more likely to slow down your internet and therefore a good VPN probably will come with some costs;
- ▲ Install VPN in all your devices: laptop, tablet, smartphone, etc.
- ▲ Ideally the server you connected with should be located outside your home country and never pick a service based in the US.

### List of VPNS :: <http://lifehacker.com/5935863/five-best-vpn-service-providers>

▲ **Tor Browser** – Tor uses many different computers in between you and the website you are visiting, as a result Tor will make your activity completely anonymous but it also slow down your connection. We recommend you to only use Tor if you really need to, for instance if you're doing something that needs extra security. However it's not recommended for daily use.



## Step 5: Cover your cameras

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If you came all the way through without thinking we are paranoid, now is probably the moment to tackle this specific issue. Think of it this way: why are people bothered if there is a camera on each street corner, but at the same time they find it okay to point a camera at themselves, and have another one pointing at their surroundings with the two cameras on their phone, almost all of the time?

Most people think the camera is only on when the LED light is alight. That's not true, the camera can be turned on and can be used without you even knowing. [Even the director of the FBI recommends that you cover your camera.](#)

Cover your camera with a sticker that you can easily peel off every time you need to use your camera. Do the same thing for your smartphone.

Regarding the microphone: There is an app called [Micro Snitch](#) which alerts you when a software is trying to access your microphone without you knowing it. Another solution is to cut off the plug of an old microphone and plug into your audio jack while you're not using it. Although keep in mind, your computer has an internal microphone, so this can be bypassed.



**REMEMBER THE EYE**

**IS WATCHING YOU...**

The fact is: when you intend to have a private conversation, if there are a few laptops and smartphones in the same room, that conversation is most certainly not private. If you are part of an organisation or association and need to have a meeting to discuss private issues, like discussing details about a protest, please consider leaving technology out of the room.

This is not paranoia - many organizations are doing this. It is not only the authorities that are interested in snooping on you, imagine that your organisation intends to undermine the interests of a certain corporation or economic group, or protest against a specific law or policy. Remember, the less confidential information you reveal to your opponents the better.

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▲ The e-conspiracy IYNF after movie - “ D-e-zign it! ” International project  
<https://www.youtube.com/watch?v=i3djdaVSaE8>



## THE RESOURCES

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### USEFUL LINKS

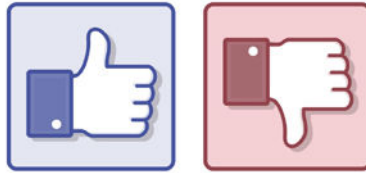
▲ Hashtag activism: [https://medium.com/@SiljeKristine\\_/activism-2-0-11a803a2f05f#.izwxcju5a](https://medium.com/@SiljeKristine_/activism-2-0-11a803a2f05f#.izwxcju5a)

### Independent Online Media ::

- ▲ <http://novaramedia.com>
- ▲ <https://www.youtube.com/watch?v=IsleXSXDeH4>
- ▲ <http://novaramedia.com/2015/10/02/novara10k-your-best-bits-from-novaramedia/>
- ▲ <http://www.peoplesmomentum.com>
- ▲ <http://www.scriptonitedaily.com>
- ▲ <http://www.thecanary.co>
- ▲ [http://hackinginquiry.org/wp-content/uploads/2016/04/HackedOff\\_FF1.pdf](http://hackinginquiry.org/wp-content/uploads/2016/04/HackedOff_FF1.pdf) (page 10)
- ▲ <https://www.similarweb.com/blog/uk-media-publishers-july-2016>
- ▲ <https://www.theguardian.com/media/2016/jun/01/channel-4-leads-the-way-on-tory-election-claims>

### “Feel the Bern” – Bernie Sanders’ campaign ::

- ▲ <http://www.sanders.senate.gov>
- ▲ <http://www.infoplease.com/us/government/super-pacs.html>
- ▲ [http://www.slate.com/articles/technology/future\\_tense/2016/02/the\\_bernie\\_sanders\\_campaign\\_owes\\_a\\_lot\\_to\\_social\\_media.html](http://www.slate.com/articles/technology/future_tense/2016/02/the_bernie_sanders_campaign_owes_a_lot_to_social_media.html)
- ▲ <http://www.govtech.com/social/Sanders-Campaign-Wields-Social-Media-to-Great-Advantage.html>
- ▲ <https://elections.huffingtonpost.com/pollster/2016-national-democratic-primary>
- ▲ [https://en.wikipedia.org/wiki/Our\\_Revolution](https://en.wikipedia.org/wiki/Our_Revolution)



## The Umbrella Revolution in Hong Kong ::

- ▲ <http://www.newyorker.com/tech/elements/social-media-hong-kong-protests>
- ▲ <https://www.theguardian.com/world/video/2014/oct/05/hong-kong-protests-social-media-revolution>
- ▲ <http://www.usatoday.com/story/news/world/2014/09/29/hong-kong-protests-social-media/16444213/>
- ▲ <http://edition.cnn.com/2014/09/30/world/asia/objects-hong-kong-protest/index.html>

## The Egyptian January Revolution ::

- ▲ <http://users.eecs.northwestern.edu/~choudhar/Publications/SocialMediaEvolutionOfTheEgyptianRevolution.pdf>
- ▲ <https://www.wired.com/2011/02/egypts-revolutionary-fire/>
- ▲ [http://www.academia.edu/9024527/Social\\_Media\\_Impact\\_on\\_Egyptian\\_Revolution](http://www.academia.edu/9024527/Social_Media_Impact_on_Egyptian_Revolution)

## Online privacy and security ::

- ▲ W. Davies, *The Happiness Industry: How the Government and Big Business Sold Us Well-Being* (Verso Books, 2016)
- ▲ Digital Security Tips for Protesters: <https://www.eff.org/deeplinks/2016/11/digital-security-tips-for-protesters>
- ▲ Deseat.me - wipe your entire existence off the internet in a few clicks. <https://dose.com/can-you-really-erase-yourself-from-the-internet-with-just-one-click-62d9eb3449c4#.hv4jg0e9c>
- ▲ What should you think about when using Facebook?: <https://veekaybee.github.io/facebook-is-collecting-this/>







## THE TESTIMONIALS

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ONCE UPON A TIME, A E-ACTIVIST...

ROXANA NICA



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"PARTICIPATING IN THE TRAINING COURSE "ACT, REACT AND E-ACT" REALLY OPENED MY EYES ON HOW IMPORTANT IT IS FOR US, AS YOUNG PEOPLE, TO BE ACTIVE IN THE ONLINE COMMUNITIES AND GROUPS THAT WE ARE PART OF. AS PART OF A NON-GOVERNMENTAL ORGANISATION MYSELF, I AM LEARNING THAT THE WAYS WE PROMOTE THE CAUSES WE BELIEVE IN ARE CONSTANTLY CHANGING. REACHING OUR AUDIENCES IS SOMETHING THAT NEEDS TO BE DONE NOT ONLY OFFLINE, BUT ALSO ONLINE; ESPECIALLY ONLINE!

DURING THIS TRAINING COURSE I HAD THE CHANCE TO EXPLORE MANY OF SUCH WAYS, ONLINE TOOLS AND COMPETENCES FOR E-ACTIVISM - TO LEARN ABOUT NEW TOOLS BUT ALSO SHARE A FEW THINGS THAT I KNOW WITH THE OTHERS. I FELT INSPIRED BY MANY CAMPAIGN EXAMPLES THAT WERE PRESENTED BY OTHER PARTICIPANTS. I ALSO FELT INSPIRED BY THE PASSIONATE WORDS OF SOME OF THE PARTICIPANTS WHO ARE EXPERIENCED WITH CAMPAIGNING. THIS HAS BEEN A TRULY ENRICHING EXPERIENCE, COMBINING VALUABLE KNOWLEDGE GAINED WITH SOME PERSONAL CHALLENGES COMPLETED (SUCCESSFULLY) AND GREAT CONVERSATIONS WITH GREAT PEOPLE.

I AM GRATEFUL AND EXCITED TO KEEP ON BEING (E-)ACTIVE."

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KRISTINE KUCEROVA



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"IYNF TRAINING COURSE ACT, REACT AND E-ACT PROVIDED USEFUL INFORMATION ABOUT E-ACTIVISM, AVAILABLE E-TOOLS, SUCCESSFUL EXAMPLES AND GENERAL INFORMATION ABOUT INTERNATIONAL ORGANIZATIONS.

I LIKED TRAINING'S "PEER TO PEER" APPROACH, TASKS WERE CLEVERLY EXECUTED, EXPERIENCE WAS FULFILLING AS A WHOLE, PARTICIPANTS WERE INTERESTING AND KNOWLEDGEABLE PEOPLE. SOCIAL MEDIA DEFINITELY HAS AN IMPACT ON MODERN LIFE AND CAN CONTRIBUTE TO THE SOCIAL AND POLITICAL CHANGES, THEREFORE LEARNING HOW TO UTILIZE E-TOOLS IS BRIGHT IDEA, ALTHOUGH MODERN RELATIONSHIP WITH SOCIAL MEDIA COULD REQUIRE SOME RETHINKING IN ORDER TO AVOID SOME UNPLEASANTRIES, SUCH AS SPYING, ADDICTION, BULLYING ET CETERA.

PARTICIPATION MOTIVATED TO DO FURTHER RESEARCH IN ORDER TO GET MORE INFORMATION ABOUT ACTIVISM, BECAUSE ACTIVISM IS ALL ABOUT IMPACT, ETHICS, DURATION AND RESOURCES. AS PEOPLE ARE LEARNING TO USE NEW TOOLS IN THE DIGITAL MEDIA, THEY SHOULD ALSO LEARN HOW THESE TOOLS CAN BE MISUSED. IT CAN SEEM THAT IS VERY EASY TO LAUNCH SUCCESSFUL CAMPAIGN, BUT IF IT IS MORE THAN NEVERENDING ACT OF "RAISING AWARENESS", THEN PROPER RESEARCH AND PLANNING ARE REQUIRED. PEOPLE SHOULD TRY NOT TO OVERSIMPLIFY OR MAKE THINGS MORE DRAMATIC, THAN THEY REALLY ARE, IF THEY ARE INTERESTED IN MAKING CHANGE WITHOUT FOOLING PEOPLE, WHICH IS NOT EXACTLY EASY, WHEN SOME PEOPLE FEEL PRESSURED BY CLIMATE CHANGE, ENVIRONMENTAL ISSUES, SOCIAL INJUSTICE ETC AND SOME PEOPLE JUST DON'T CARE, WHICH SUDDENLY MAKES "FOOLING" MORE JUSTIFIED.

OVERALL ACTIVISM IS EXCITING EXAMPLE OF PEOPLE TRYING TO UNDERSTAND WHO THEY ARE AND WHAT THEY SHOULD BE AND DIGITAL SPACE TAKES ONGOING EXPLORING TO ANOTHER LEVEL AND GIVES MANY NEW POSSIBILITIES FOR THE SELF-EXPRESSION."

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GABRIEL CRISTIAN VACARU



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"FIRST OF ALL, TAKING PART IN IYNF TRAINING COURSE ON E-ACTIVISM MEANT A CHALLENGE FOR ME, NOT ONLY BECAUSE I APPLIED BEFORE MY FINAL/ UNIVERSITY ADMISSION EXAMS, BUT ALSO BECAUSE I ALWAYS QUESTIONED MYSELF "HOW CAN I MAKE A SUCCESSFUL CAMPAIGN BY USING SOCIAL MEDIA?". AS A VOLUNTEER OF URBANIAC AND 'SAVE THE CHILDREN' NGOS, I GOT ENGAGED IN MODERATING EDUCATIONAL WORKSHOPS AND PUBLIC CAMPAIGNS ON INTERNET SECURITY, THESE EXPERIENCES DEFINING MY PROFILE AS AN ACTIVIST AND MAKING ME THINK HOW COULD MY CAMPAIGNS HAVE A MORE SIGNIFICANT IMPACT THROUGH INTERNET.

MY WORKSHOP FOCUSED ON ONLINE SAFETY AND ONLINE BEHAVIOUR AMONG E-ACTIVISTS BECAUSE WE ALL DEVELOPED OUR SKILLS IN THE FIELD OF E-ACTIVISM. I THOUGHT THAT KNOWING HOW TO USE THE ONLINE INSTRUMENTS IN OUR FAVOUR AND BEING SAFE ONLINE OR DEVELOPING PROACTIVITY, VOLUNTEERING AND E-ACTIVISM IN THE VIRTUAL ENVIRONMENT ARE IMPORTANT ABILITIES.

THIS PRESENTATION AIMED TO SHOW HOW THE ONLINE WORLD CAN BE IMPROVED BY DOING AND FACILITATING OFFLINE ACTIVITIES WITH YOUNGSTERS, MEMBERS OF DIFFERENT COMMUNITIES AND WHY NOT WITH LOCAL AUTHORITIES(DEFEATING CYBER BULLING FOR EXAMPLE).

I WOULD SAY THAT WORKING WITH THE WONDERFUL IYNF TEAM TAUGHT ME HOW TO EFFECTIVELY RAISE AWARENESS AMONG PEOPLE, IMPROVED MY CRITICAL THINKING&DIGITAL SKILLS AND REPRESENTED A FIRST STEP TO MY INTERNATIONAL CAREER AS A VOLUNTEER TOO."

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SOPHIE SHEVCHUK



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"FIRST OF ALL, I MET SO DIVERSE AND INTERESTING PEOPLE, WHO WERE OPEN TO SHARE THEIR EXPERIENCES IN ACTIVISM FROM DIFFERENT SPHERES, AND WHO WERE SUPPORTING WHEN IT IS NEEDED, AND THE MOST IMPORTANT THEY WERE THOSE WHO COULD INSPIRE FOR THE IDEA, AND THOSE WHO BELIEVED IT MAY COME TRUE, WHICH SO RARELY HAPPENS IN OUR EVERYDAY LIFE. THE PROGRAM WAS BUILT SO WISELY THAT IT HAS GIVEN US AN OPPORTUNITY TO GET TO KNOW EACH OTHER, OUR INTERESTS AND INFORMATION WHICH CONNECTS EVERYONE OF US TO THE ELECTRONIC ACTIVISM, AND AT THE SAME TIME WE DISCOVERED A LOT OF NEW INFORMATION, WHICH IS USEFUL NOWADAYS FOR US PERSONALLY, AS WELL AS FOR THE ORGANIZATIONS WE WORK IN.

SECONDLY, FORTUNATELY, NOW I KNOW WHAT DOES IT MEAN TO BE E-ACTIVE, AND HOW TO USE IN IN MY FIELDS OF INTERESTS, AND I AM READY TO SHARE THIS KNOWLEDGE WITH OTHERS. MOREOVER, E-ACTIVISM IS THE CRUCIAL POINT FOR ALL THE PROJECTS WHICH ARE BEING ORGANIZED IN 21ST CENTURY, AS WE LIVE IN THE ERA OF GLOBALIZATION WHERE YOU MAY NEED THE SUPPORT OF SOMEONE WHO LIVES THOUSAND KILOMETERS AWAY, AND BEING ELECTRONICALLY ACTIVE YOU MAY EASILY FIND THIS PERSON, AND SHARE IMPORTANT INFORMATION WITH HIM OR HER. HOWEVER, WHAT WAS TOTALLY NEW FOR ME DURING THE COURSE IS INTERNET SAFETY, WHERE WE WERE INFORMED HOW TO PROVIDE OURSELVES THE SECURITY IN THE INTERNET, WHICH PROGRAMS AND THE MOST IMPORTANT METHODS OF ENCRYPTION TO USE. FROM NOW, I MAY BE MORE SURE THAT THE INFORMATION I SHARE WITH OTHERS IN THE INTERNET IS PROTECTED AND IS NOT AVAILABLE FOR OTHERS.

AND AS FOR THE END, I AM SATISFIED THAT THE TRAINING COURSE MOTIVATED ME TO COME UP WITH MY OWN IDEA OF THE PROJECT, MAYBE IT IS NOT THAT MUCH CONNECTED TO THE ELECTRONIC ACTIVISM FOR NOW, BUT IT CAN ALWAYS BECOME THE ONE WHICH IS, AS THE BOARDER BETWEEN ELECTRONICALLY ACTIVE PROJECT AND NOT IS VERY SMALL ONE. I HOPE TO KEEP IN TOUCH WITH EVERYONE WHOM I MET, AND ENGAGE THOSE WHO ARE READING THIS TO PARTICIPATE IN OTHER PROJECTS ORGANIZED BY IYNF, AS THEY ARE FOR SURE WORTHY ONES! "

BRADLEY ACUM



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"I CAME TO THE TRAINING COURSE CALLED "ACT, REACT, E-ACT" WITHOUT MUCH KNOWLEDGE ON THE HOSTING ORGANISATION IYNF (INTERNATIONAL YOUNG NATURE FRIENDS) AND WITHOUT MUCH EXPERIENCE IN ACTIVISM ITSELF. IF THERE IS ONE THING DURING THE COURSE THAT I HAVE LEARNED, IS THAT THE INTERNET HAS BECOME THE NECESSARY AND FUNDAMENTAL TOOL THAT IS USED TO FACILITATE ACTIVIST CAMPAIGNS OF ALL KINDS.

BEFORE THE INTERNET, COMMUNICATION AND DECISION-MAKING PROCESSES FOR CAMPAIGNS HAD A LEGITIMATE REASON FOR TOP-DOWN ORGANISATIONAL STRUCTURES. ALTHOUGH NOW FOR REGIONS WHERE THIS TECHNOLOGY IS AVAILABLE, THERE IS NO EXCUSE. THERE MAY BE EXCEPTIONS TO THIS IN THE SENSE THAT THE TECHNOLOGY IS NOT AVAILABLE TO THOSE WHO NEED IT, AND THERE MAY BE EXAMPLES OF MISUSE OF ITS POTENTIAL, BUT NONE OF THESE THINGS NEGATE THE IDEA THAT I GATHER FROM THE COURSE: THAT E-ACTIVISM OVERALL, IS A POSITIVE TOOL FOR NEW FORMS OF PUBLIC PRESSURE AND ALSO A POSITIVE TOOL FOR ON-THE-GROUND ACTIVISM TO MOVE FURTHER TOWARDS ITS DEMOCRATIC AND EMANCIPATORY POTENTIAL.

INTERNATIONAL YOUNG NATURE FRIENDS - IN TAKING ON THIS CONCEPT AS PART OF ITS FOCUS FOR 2016 (E-PARTICIPATION) AND ORGANISING THESE TRAINING COURSES HAS SUITABLY ADDRESSED THIS POTENTIAL. IN LIGHT OF THIS, I THINK THE CREATION OF THIS E-MANUAL IS A GREAT IDEA AND ONE I'M ALSO PROUD TO SUPPORT. "

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- NOW -

MORE THAN EVER

keep the fire  
burning!

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