

Digitalise
Youth

MANUAL



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Digital Democracy
Initiative

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WORLD
SCOUTING



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This document is intended for National scout Organizations (NSOs) and National Scout Association (NSA) and other Youth Organisations in general

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Equipping young people and their leaders with practical tools and knowledge is more than a learning process, it is an investment in their ability to think critically, act confidently and shape a responsible and inclusive digital future.

This manual is not just a resource; it is a pathway to empowerment, innovation, and meaningful change.



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Introduction

The Digitalise Youth Manual supports young people to engage safely, confidently, and effectively in the digital democratic space. It provides practical guidance for building digital literacy, civic engagement, and advocacy skills among youth, with a focus on inclusion, responsibility, and action.

The manual is designed for use by the World Scout Bureau Africa Regional Office, National Scout Organizations and partners to deliver structured cascade training for non-digital and low-skilled digital actors. It combines youth-friendly learning methods with real-world digital civic challenges.

The content draws on the Scout Method, that underscores experiential learning, and peer exchange to support progressive learning, critical thinking, and youth-led action. This manual responds to shrinking civic space, rising disinformation, and increased digital risks faced by young people across Africa. It equips participants with the knowledge, tools, and confidence to use digital platforms for positive civic participation, advocacy, and democratic engagement, while protecting their rights, safety, and wellbeing online.





Learning Path

The Learning objectives of this module are aligned to the outcomes on enable and amplify which not only aim to educate and inspire but also to empower individuals, guiding them step by step on a journey of progressive learning and self development. The personal progression ensures that each young person's knowledge evolves from one activity or thematic area to another. This builds competencies for sustainable development, and empowers young people to lead positive change.

To earn the Digitalise Youth Challenge Badge, the young person will select one of the following learning paths towards making a positive impact on their local, national or international communities:

Digital Surveillance Path:

They will build competencies that strengthen their digital information awareness to enhance resilience against disinformation, misinformation, and digital surveillance. Through these competencies, they will contribute towards supporting their friends to safely use the digital space.

Responsible digital storytelling Path:

Responsible digital Storytelling Path: They will build competencies that promote responsible online content creation and ethical digital storytelling enabling the passing of positive messages that contribute to the development of their communities.

Advocacy and civic engagement path:

Through this path, the young person will either develop civic participation and advocacy skills to empower them to leverage digital tools for social change. Through the new acquired skills, they will also be able to strengthen their youth networks for collaboration and cross-border digital activism to protect online freedoms and ensure inclusive participation in the digital space. This path is recommended for young people above 18 years.



Competencies

Young people gain competencies to participate safely, critically, and creatively in the digital world while using technology for civic engagement, innovation, and positive social impact.

Cognitive (Head)

I understand the digital world and how to use technology responsibly.

Ages 15+
I analyse how digital technologies shape society, democracy, and participation.
I critically evaluate digital information, algorithms, and AI-generated content.
I understand digital rights, data ethics, and the impact of AI and emerging technologies.
I use digital technologies strategically to support community solutions and social impact.

Socio-emotional (Heart)

I care about people, communities, and responsible digital participation.

Ages 15+
I promote inclusive, ethical, and responsible digital participation.
I reflect critically on how technology affects communities and democracy.
I advocate for digital inclusion, accessibility, and online safety.
I encourage fair and inclusive digital participation for all.

Behavioural (Hand)

I use digital tools to create, collaborate, and make a positive difference.

Ages 15+
I design and lead digital campaigns and civic initiatives.
I lead digital projects and mobilise communities online.
I use AI and emerging technologies responsibly for social impact.
I improve digital projects using feedback, reflection, and community input.



How To Earn The Digitalise Youth Challenge Badge ?

Step 1

The young person gets to know about the Digitalise Youth Challenge Badge and wants to participate in it

- Introduction to the initiative
- Introduction to the paths and challenges
- Selection of the path by the young person

Step 2

The young person and the adult leader agree on the personal journey by

- Agreeing on the knowledge, skills and attitudes related to the challenge.
- Agreeing on the activities the young person will take (minimum 5 activities from the challenge pack).
- Developing a community service project.
- Agreeing on complementary actions for the journey.

Step 3

The young person carries out agreed actions

- Set the vision by defining their personal journey.
- Be empowered by acquiring knowledge through participating in chosen activities.
- Empower others by planning and delivering their community service project or participating in digital advocacy efforts or civic engagement initiatives.

Step 4

Reflect and evaluate the impact and competencies with

- Engagement in activities, digital advocacy efforts or civic participation initiatives.
- Community development project.
- Skills, knowledge and attitudes developed.

Step 5

Adult leader presents the Digitalise Youth Challenge Badge

- Celebrate the young person with their team and friends in a meaningful and simple ceremony.
- Present the Badge.

Step 6

The ambassador lives on

- The young person continues to play the ambassadorial role through inspiring others.



Digitalise Youth Ambassador

A Digitalise Youth Ambassador is a young person who has completed the Digitalise Youth Challenge Badge, gaining the skills to drive meaningful civic engagement, both online and offline. Equipped with digital literacy, advocacy, and safety knowledge, they actively shape a safer, more informed digital world while making a positive impact in their communities and beyond.



Some of their characteristics include:

- They are self-aware on the consequences of positive and negative use of digital spaces.
- They actively promote the use of safe digital spaces.
- They engage in providing tangible solutions to address negative use of digital spaces.
- They consistently promote positive digital story telling.
- As global citizens acting locally, they meaningfully participate in advocacy initiatives and civic activities through use of digital spaces.
- Are committed to Scouting values as they contribute to the achievement of the Sustainable Development Goals..



Community of Practice

The DigitaliseYouth Project will provide a platform where the digitalised young ambassadors can come together to learn, network and exchange ideas to enable them better themselves to achieve their individual and group goals.

They will focus on shaping the Digital space by promoting ethical, inclusive, and safe online communities Amplifying youth voices, leading civic discussions at local, national, and global levels Connect and collaborate by sharing best practices, campaigns, and digital solutions. They will rely on face to face meetings, events, collaborative digital environments to connect and conduct advocacy and civic engagement activities

Levels

- **National Levels:** For all young people within the project age range
- **International levels:** For young people aged 18years and above and participating in the Digitalised Youth Challenge badge





Module 1

Introduction to the Digital World





	Module 1
Topic	Introduction to Digital Technologies
Objective	Provide participants with a basic understanding of digital concepts, their importance and relevance in modern society.
Content	• What is digital technology? • Actors Influencing the use of digital technology • The evolution of digital technologies and their impact on society. • The benefits and risks of digital technologies. • Essential digital skills and tools for the 21st century. • How is Scouting leveraging digital technology?
Methodologies	1. Interactive Quiz: Introductory quiz to test their basic knowledge of digital concepts before the session (e.g., "What is a web browser?"). 2. Icebreaker: Ask participants to share their digital experiences (e.g., their first time using the internet or a smartphone, digital tools they use the most etc). 3. Presentation: Utilise technological tools to share the training content 4. Group Discussion: What are the benefits and challenges of digital technologies in daily life? 5. Practical Exercise: Introduction to basic digital tools (web browsers, search engines, email, Data Detox, AI etc).
Aids	• Digital platforms and tools: Slido, PPT/Prezi, • Digital equipment: Laptop/Tablet/Smartphone • Internet connectivity • Training reference material
Summary	This module will serve as a foundation for subsequent modules, ensuring all participants start with a solid understanding of digital technologies, can identify the opportunities and risks associated with them, and gain initial hands-on experience with essential digital tools.
Evaluation	• Observation: Observing participants' behaviour and engagement with digital tools • Quiz: Post-training assessment to measure the level of understanding of digital technologies as a result of the training • Digital audit: Conducting an audit of participants' digital visibility through https://webmii.com/ or Google Search.



Objective

Provide participants with a basic understanding of digital concepts and their importance.

Key Topics

- What is Digital Technology?
- Factors Influencing the use of Digital Technology.
- The evolution of digital technologies and their impact on society. The benefits and risks of digital technologies.
- Essential digital skills and tools for the 21st century.
- How is Scouting leveraging digital technology?





What is Digital Technology?

Today, more than ever, the world is digital. Understanding and mastering this universe is no longer an option, but a necessity.

Digital technology shapes social interactions, learning opportunities, career prospects, and even the role of everyone as an active citizen.

Definition

The term "digital" encompasses anything that is represented by binary numbers (0 and 1) and that can be processed, stored, and transmitted by computers. Much more than just a technology, digital has become a ubiquitous infrastructure that is transforming the way we communicate, learn, work, and exercise our civic duties.

Digital technology is based on the conversion of information (text, images, sounds, videos) into binary data, allowing them to be manipulated by machines. This digital data can be stored on various media (hard drives, USB sticks, cloud) and kept indefinitely, and digital networks (Internet, mobile networks) allow this binary data to be transmitted quickly and efficiently across the world.

Factors Influencing the use of Digital Technology

Ensuring equitable access to digital technologies and digital education for all, regardless of social, geographical or economic origin, is one of the major challenges. The digital divide is an obstacle to social inclusion and democratic participation, especially in Africa where the digital penetration rate remains one of the lowest. According to the World Bank, more than 90% of people in high-income countries were connected, compared to only 26% in low-income countries in 2022.

Security and Privacy

According to Business Africa, Africa is the continent that suffers the most weekly cyberattacks in the world because of the fragility of its infrastructure (Nearly 90% of African companies do not yet have robust cybersecurity protocols). Protecting users' personal data from online threats (cyberattacks, identity theft, abusive surveillance) and ensuring their privacy is becoming more than urgent.



Disinformation and manipulation

Disinformation is now at the heart of digital debates. It can take the form of intentional dissemination of fake news against an individual, or it can take the form of mass manipulation and interference in the information processes of a state by individuals or another state. It is important to combat the spread of fake news and manipulated content that can harm democracy and social cohesion.

The environmental impact of digital technology

Today, digital tools and technologies have effects on ecology that should not be minimized. By promoting the responsible consumption of electronic devices and the sustainable management of digital waste, we can significantly reduce their harmful effects on the planet.



Ethics and responsibility

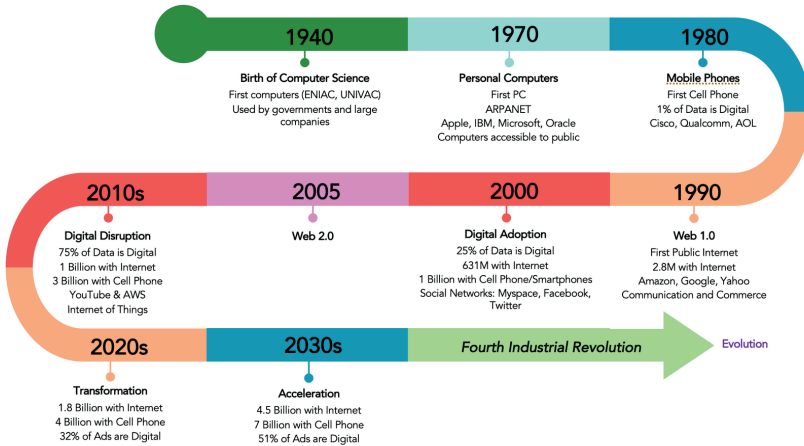
An ethical framework for the use of digital technologies must be developed, considering human values, fundamental rights and the general interest.

The evolution of digital technologies and their impact on society.

The history of digital technologies is marked by constant acceleration and increasing convergence. From the first giant computers to ultra-powerful smartphones, the invention of the Internet and the World Wide Web, every step has profoundly transformed society.



The key stages of digital evolution



The societal impacts of digital technology

- On communication: Digital technology facilitates instant exchanges around the world but also multiplies sources of disinformation and manipulation.
- On education: with digital technology, there is quick and easy access to a multitude of online educational resources, even if the challenges related to the validation of sources and the digital divide are great.
- On work: Automation of certain tasks, creation of new jobs in the digital sector, but also the precariousness of certain professions.
- On culture: there is a kind of massive dissemination of cultural content, but also standardization of tastes and threats to cultural diversity.
- On politics: Development of participatory democracy online but also risks of manipulation of public opinion and invasion of privacy.
- On people: Risk of mental illness, isolation, and cyberbullying on social media.



Benefits and Risks of Digital Technologies

Digital technology offers many benefits, but it also carries risks that are essential to know and master.

Potential Benefits

- Access to information: Facilitating access to an unlimited amount of information and knowledge.
- Communication: Enabling quick and easy exchanges with people from all over the world.
- Creativity: Offering powerful tools to create and share original content (texts, images, videos, music).
- Civic Participation: Encouraging civic engagement and democratic participation.
- Innovation: Driving innovation and economic development.

Potential Risks

- Cybercrime: Exposing users to online threats (hacking, identity theft, scams).
- Disinformation: Spreading false information and conspiracy theories.
- Cyber violence: Exposing users to all kinds of violence (cyberbullying, hate speech, etc.)
- Cyber addiction: Leading to addiction to screens and social networks.
- Social isolation: Promoting isolation and loss of social ties.
- Discrimination: Amplifying existing discrimination and inequalities

Essential Digital Skills and Tools for the 21st Century

In today's rapidly evolving digital landscape, possessing strong digital skills is no longer optional, it's essential. Mastering the following key digital competencies is crucial to fully gain from the benefits of digital technology:

- Digital literacy: Mastering basic digital tools and applications (web browser, search engine, email, word processing, spreadsheet, presentation).
- Information Retrieval: Knowing how to search, evaluate, and select relevant information on the Internet.



Example: Evaluating sources for credibility (e.g., cross-checking news articles), Using Google Search effectively (e.g., advanced search operators) and accessing academic research through platforms like online public access catalogue.

- Online Communication: Communicating effectively and appropriately on digital platforms. Example: Using messaging and collaboration tools (Slack, Microsoft Teams, Discord), Engaging on social media professionally (e.g., LinkedIn networking), Writing professional emails, memos, news pieces with proper etiquette
- Online Security: Protecting your personal data and protecting yourself from online threats. Example: Managing passwords securely using tools like Google Password Manager, using two-factor authentication (2FA) for online accounts, Identifying phishing emails and scams.
- Critical Thinking: Analysing and evaluating information objectively and rationally. Example: Fact-checking news on platforms like FactCheck.org, evaluating product reviews and online testimonials for authenticity, analysing biases in digital media (e.g., identifying misinformation)
- Digital Creativity: Creating original and innovative content using digital tools. Example: Designing graphics with Canva or Adobe Photoshop, editing videos using CapCut or Adobe Premiere Pro, creating websites using WordPress or Wix
- Online Collaboration: Working as a team and sharing resources on digital platforms. Examples: Working on shared Google Docs, SmartSheets, DropBox or Trello Boards, hosting virtual meetings on Zoom or Microsoft Teams, managing projects using Asana or Notion
- Problem Solving: Using digital tools to solve complex problems. Examples: Using Excel formulas to analyse data, using Meta Business Suite to automate social media posts on Facebook, Instagram and Threads, automating repetitive tasks with tools like Zapier or Python scripts, trouble shooting software and hardware issues using online resources (e.g., Stack Overflow)



- **Online Collaboration:** Working as a team and sharing resources on digital platforms. Examples: Working on shared Google Docs, SmartSheets, DropBox or Trello Boards, hosting virtual meetings on Zoom or Microsoft Teams, managing projects using Asana or Notion
- **Problem Solving:** Using digital tools to solve complex problems. Examples: Using Excel formulas to analyse data, using Meta Business Suite to automate social media posts on Facebook, Instagram and Threads, automating repetitive tasks with tools like Zapier or Python scripts, troubleshooting software and hardware issues using online resources (e.g., Stack Overflow)
- **Programming:** Understand the basics of computer programming to automate tasks and create applications. Examples: Developing a simple website using HTML, CSS, and JavaScript, writing basic Python scripts for automation, and building small applications with Scratch or MIT App Inventor
- **Digital Ethics:** Adopting responsible behaviour that respects human values in the digital environment. Examples: Respecting copyright laws and giving credit for digital content, understanding digital footprints and online privacy concerns and practicing responsible social media use (e.g., avoiding cyberbullying, spreading fake news)
- **Digital Safety:** Protecting personal and organisational data from cyber threats while ensuring safe and responsible online behavior to mitigate the risks associated with your online activity such as exposure to unwanted information, materials, or harm. Examples: Setting up parental controls for safe browsing, protecting personal devices with antivirus software and Understanding cybersecurity risks and prevention measures
- **Mastering Artificial Intelligence:** Understanding, using and critically and ethically engaging with predictive and generative artificial intelligence tools and technologies to solve complex problems and drive innovation. Examples: Using ChatGPT or Bard for research and productivity, Leveraging AI-powered tools like Grammarly for writing assistance and understanding ethical AI use, such as bias in algorithms
- **Social Media Skills:** Ability to utilise different social media platforms for different purposes. Examples: LinkedIn, Facebook, Instagram, Threads, X (formerly Twitter), TikTok, WhatsApp, Snapchat, Telegram, Pinterest, YouTube.

How is Scouting Leveraging Digital Technology?

Scouting is embracing digital technology to enhance communication, education, and global connectivity, ensuring that young people and adult volunteers have access to innovative tools that support learning, collaboration, and engagement in the digital age.



As an adaptable organisation, World Scouting is fostering innovation and accelerating digital transformation across all levels through:

- **SDGs Hub:** A digital platform that enables Scouts to track, report, and showcase their contributions to the Sustainable Development Goals(SDGs).
- **ScoutPass:** An innovative platform that enables young people to earn, collect, and share digital badges with other Scouts around the world. This is more than a digital wallet - it's a platform to empower Scouts to earn digital badges through education programmes, progress along their learning journey, and recognise their achievements.
- **Scout Donation Platform:** The go-to place for Scouts to crowdfund for their innovative grassroots projects and for National Scout Organizations to raise funds for community service projects by using the power of social media.
- **Scout.org website:** The official website of the World Organization of the Scout Movement (WOSM), providing news, resources, and global Scouting updates.
- **Treehouse members community:** A dedicated online space for Scouts and leaders to connect, share experiences, and collaborate on projects.
- **WOSM Service platform:** A digital hub where National Scout Organizations can access tailored support and expertise to strengthen their operations.
- **WOSM Data Portal:** A centralised system for managing and analysing Scouting related membership data to support decision-making and reporting.
- **Learning Zone - Learning Management System:** An online training platform offering educational courses and resources for Scouts and leaders.
- **JOTA-JOTI:** The world's largest digital and radio-based Scouting event that connects millions of Scouts worldwide for learning and cultural exchange.



- Social media (information, education, and advocacy): Digital channels used to share Scouting activities, promote learning, and advocate for social change.
- Video conferencing: A tool for Scouts and leaders to connect remotely for meetings, training, and collaboration.
- Morse code: A historic communication method used in Scouting for signalling and emergency messaging.





Module 2

Introduction to Digital Civic Engagement





	Module 2:
Topic	Introduction to Digital Civic Education and engagement
Objective	• Awareness of civic education • Understanding how young people can actively engaged in the civic space
Content	• What is civic education • Components of civic education • Understanding civic engagement • Digital activism in action
Methodologies	• Presentation • Group works • Case study
Aids	• Notebooks • Flipcharts • Prepared case study • Projector to show videos
Summary	This topic is aimed at creating the consciousness of young people in Civic Education and give practical approaches to start actively engaging.
Evaluation	• Polls after the session • Evaluation forms



Civic Education

In it's the broadest sense, "civic education" encapsulates all the processes that shape individuals' beliefs, responsibilities, capabilities, and actions as prospective members of a community. Also known as citizenship education or democracy education, civic education helps with the knowledge, skills, and mindset necessary to engage actively, responsibly, and critical participants in a democratic society

Purpose of civic education

Civic education seeks to empower citizens by fostering an understanding of their rights, responsibilities, and duties within a political and governance framework.





Benefits of Carrying out Civic Education:

Civic education can contribute to a more informed and engaged citizenry, leading to stronger democracies and more inclusive societies.

- **Promotes Active Citizenship** – Encourages individuals to participate in democratic processes, such as voting and community engagement.
- **Enhances Political Awareness** – Increases understanding of government structures, policies, and civic responsibilities.
- **Strengthens Democracy** – Fosters informed decision-making and accountability among citizens.
- **Encourages Critical Thinking** – Helps individuals analyse political, social, and economic issues objectively.
- **Fosters Social Cohesion** – Promotes tolerance, inclusivity, and respect for diverse perspectives
- **Empowers Marginalized Groups** – Provides knowledge and tools for underrepresented communities to advocate for their rights.
- **Reduces Corruption and Misinformation** – Educates citizens on transparency, ethics, and the importance of holding leaders accountable.
- **Supports Community Development** – Inspires civic engagement in local projects, governance, and social initiatives.
- **Builds Leadership Skills** – Prepares individuals to take on leadership roles in their communities.
- **Encourages Responsibility and Patriotism** – Instils a sense of duty and pride in contributing to national development.

Civic Education in Scouting

Scouting organizations integrate civic education by fostering active citizenship, encouraging community involvement, and teaching leadership skills, all while promoting personal growth and a sense of responsibility.

Civic education is woven into the Scouting program thus:



- **Active Citizenship:** Scouting emphasises civic engagement through community service projects, promoting a sense of responsibility and encouraging young people to participate in their communities.
- **Leadership Development:** Scouting programs train young people in leadership skills, teaching them to take initiative, work collaboratively, and make responsible decisions, which are crucial for active participation in a democratic society.
- **Character Development:** Scouting programs promote ethical behavior, integrity, and respect for others, which are fundamental to a well-functioning society.
- **Learning by Doing:** Scouting utilizes a "learning by doing" approach, where young people gain practical experience through activities and projects, rather than solely relying on theoretical knowledge.
- **Scout Oath and Law:** many Scouting organizations have a Scout Oath and Law, which outline the principles and values that Scouts are expected to uphold, including honesty, loyalty, and respect for others.
- **Community Service:** Scouting programs often involve community service projects, such as volunteering at local charities, helping with environmental cleanup, or organizing fundraising events, which promote civic responsibility.

Components of Civic Education

There are 3 components to Civic Education:

- **Civic knowledge** : refers to citizens' understanding of the workings of the political system and of their own political and civic rights and responsibilities (e.g. the rights to freedom of expression and to vote and run for public office, and the responsibilities to respect the rule of law and the rights and interests of others)
- **Civic skills** : refer to citizens' ability to analyze, evaluate, take and defend positions on public issues, and to use their knowledge to participate in civic and political processes (e.g. to assess the political environment, to use one's voice, or mobilize other citizens around particular issues).
- **Civic Actions** : refer to intentional efforts by individuals or groups to participate in public life, influence decision-making, and drive positive change in their communities. These actions can occur online (digital activism) or offline (physical engagement) and often combine both.



PART I: Civic knowledge

Definition

Democracy means the rule by the people (direct or representative). It is the government of the people, by the people, for the people

Core Principles

- Popular sovereignty (power lies with citizens).
- Majority rule with minority rights.
- Free and fair elections.
- Rule of law (no one is above the law).
- Separation of powers (checks and balances).
- Protection of civil liberties (speech, press, assembly).

Types of Political Systems

- Direct Democracy: Citizens vote on policies directly (e.g., referendums).
- Representative Democracy: Elected officials make decisions
- Authoritarianism: Power concentrated in a leader/elite (e.g., absolute monarchies, dictatorships).
- Totalitarianism: Government controls all aspects of life (e.g., North Korea).
- Hybrid Regimes: Mix of democratic and authoritarian traits (e.g., China, Russia, Turkey).

Branches of Government (Separation of Powers)

- Executive: Implements laws (President, Prime Minister, Cabinet).
- Legislative: Makes laws (Parliament, Congress, Senate).
- Judiciary: Interprets and apply laws (Courts, Supreme Court).

Levels of Government

- Unitary System: Centralized power (e.g., France, Japan).
- Federal System: Shared power (central + regional) (e.g., USA, Nigeria).
- Local Government: Municipalities, councils (grassroots governance).

Role of Media & Civil Society

- Fourth Estate: Media is a watchdog (investigative journalism).
- Civil Society: NGOs, unions, and activists holding government accountable.



I. Responsibilities of Citizens

(Duties to uphold societal stability and democracy)

1. Legal Obligations

- **Obedying Laws:** Respecting national and local regulations.
- **Paying Taxes:** Funding public services (schools, infrastructure, healthcare).

2. Civic Participation

- **Voting: Informed,** regular participation in elections.
- **Community Engagement:** Volunteering, attending town halls, joining advocacy groups.
- **Defending the Nation:** Military/conscription duties (where applicable).

3. Social & Ethical Duties

- **Respecting Others' Rights:** Balancing freedoms (e.g., free speech ≠ spreading hate).
- **Environmental Stewardship:** Sustainable practices, reporting violations.
- **Promoting Unity:** Rejecting violence, corruption, and divisive ideologies.

ii. Rule of Law and Justice

1. Definition of Rule of Law

A fundamental Principle that establishes that all people/institutions and leaders are subject to and accountable under the law.

Pillars:

- **Supremacy of Law:** No one is above it (even leaders).
- **Legal Certainty:** Clear, publicised, stable, understandable and accessible laws.
- **Equality Before Law:** No discrimination in enforcement.



2. Functions of Legal Systems

Maintain Order: Prevent chaos (e.g., traffic laws, property rights).

Protect Rights: Safeguard freedoms (speech, privacy, fair trial).

Resolve Disputes: Courts mediate conflicts (civil/criminal cases).

Promote Justice: Punish wrongdoing, compensate victims.

3. Core Concepts of Rule of Law:

a. Justice

Types:

- Retributive: Punishment for crimes (e.g., prison sentences).
- Restorative: Repairing harm (e.g., victim-offender mediation).
- Distributive: Fair resource allocation (e.g., welfare systems).

b. Equality

- Formal Equality: Same treatment under law (e.g., voting rights).
- Substantive Equality: Addressing systemic barriers (e.g., affirmative action).

c. Due Process

Procedural Fairness:

- Right to a fair, public trial.
- Presumption of innocence until proven guilty.
- Access to legal representation.

4 Institutions Upholding Rule of Law

a. Police roles: Enforce laws, investigate crimes and protect all citizens.

b. Constitutional Protections

- Bills of Rights
- Separation of Powers: Prevents abuse of power by any branch of government (Executive, Legislature, Judiciary).

c. Civic Participation

Civic Participation defines how citizens engage in democracy beyond voting.

1. Political Participation

- Formal:
 - Voting in elections.
 - Running for office or joining political parties.



Informal:

- Petitions, protests, or lobbying lawmakers.
- Social media activism (e.g., [#EndSARS](#) in Nigeria).

2. Community Engagement

- Volunteering: At NGOs, schools, or hospitals.
- Town Halls: Attending local government meetings.
- Neighborhood Initiatives: Clean-ups, safety patrols.

3. Advocacy & Social Movements

- Civil Society Organizations (CSOs): Amnesty Int'l, Red Cross.
- Grassroots Campaigns: Climate strikes, gender equality marches.

4. Digital Citizenship

Responsible online behavior:

- Combating misinformation.
- Using tech for civic good (e.g., Ushahidi crisis maps in Kenya).

D: The Constitution

The Constitution is the Supreme legal document establishing a country's governance framework.

Key Functions :

- Defines government structure/powers (separation of powers)
- Protects citizens' fundamental rights
- Establishes relationship between state and citizens
- Provides amendment procedures for evolving needs





2. Communication Skills

- Public Speaking: Expressing views clearly
- Negotiation/Mediation: Resolving conflicts
- Writing Petitions/Letters: Formal advocacy
- Digital Communication: Responsible social media use

3. Collaborative Skills

- Consensus Building: Finding common ground
- Meeting Procedures: Robert's Rules of Order
- Team Leadership: Organizing community projects
- Networking: Connecting with stakeholders

4. Political Participation Skills

- Voting Procedures: Registration, ballot understanding
- Campaigning: Door-to-door outreach, phone banking
- Lobbying: Influencing policymakers
- Monitoring Government: Tracking legislation

Practical Application of Civic Skills

1. Research & Information Gathering

- Accessing public records
- Analysing government budgets

2. Community Organizing

- Conducting needs assessments
- Planning town halls/forums
- Mobilising volunteers

3. Digital Civic Skills

- Online Advocacy: Creating change petitions
- Data Literacy: Interpreting government statistics
- Cybersecurity: Protecting activist communications
- Crowdfunding: Financing community projects



PART III: Digital Civic Engagement

- Basic communication skills
- Definition and importance of digital civic engagement
- Understanding civic space and digital democracy
- The role of digital tools in citizen participation
- The role of youth in digital advocacy



A. Understanding Digital Civic Engagement

Foundations of Effective Communication

Digital civic engagement is intrinsically linked to the ability to communicate effectively. Whether the goal is to mobilize support for a cause, raise awareness of a critical issue, or influence policymakers, mastering the basic skills of persuasive and engaging communication is essential.



Below are aspects that are crucial for effective and successful digital civic engagement:

- Express your ideas with clarity and conciseness. Avoid the use of overly technical jargon and adopt your message to a style and tone that speaks to your target audience.
- Adapt your message to the target audience. Ensure it reflects their values, concerns and level of knowledge to maximise impact. For example, to address the issue of climate change to a young audience on TikTok, a light-hearted tone, short videos and the use of popular trends would be more appropriate than a formal and scientific discourse.
- Maximise the art of storytelling, as it is a powerful technique for making your message more vivid and memorable. Use real-life stories and examples to create an emotional connection with your audience.
- The skill of Active listening is an often overlooked but is essential to effective communication. Being attentive to your audience's needs and concerns, asking relevant questions, and encouraging dialogue helps create a constructive exchange. In an online debate for example, it is crucial not only to defend one's own point of view, but to listen carefully to the arguments of others, to ask questions to clarify them, and to look for possible points of agreement.
- Keenness on Non-verbal communication cues, especially during online presentations or videos. Take care of your body language, by paying attention to your facial expression, gestures and posture.
- Enhance mastery of digital communication tools. Knowing how to use the different tools such as social networks, blogs, videos and podcasts, allows you to optimize the dissemination of your message. It's important to learn how to use advanced platform features, like hashtags, polls, and lists on Twitter, to reach a wider audience and run effective campaigns.

1. Definition

Digital civicengagement is defined as the use of digital technologies to actively participate in public life, advocate for collective interests, and influence political decisions. It is a form of civic engagement that takes place primarily online, but the impact can be realized in the real world.



Digital citizen participation is a form of civic engagement and refers to how individuals engage in civic and democratic processes through digital technology, including tools and platforms.

Digital technology offers a wide range of opportunities to strengthen citizen participation and allow citizens to become more actively involved in the life of their community and their country.

These tools can range from:

- **Online petitions** - these allow citizens to make their voices heard on specific issues and put pressure on policymakers. Platforms such as change.org or Avaaz make it possible to launch and sign online petitions on a wide variety of topics.
- **Online public consultations** - these allow citizens to provide feedback on bills and public policies, contributing to more informed and democratic decision-making.
- **Reporting platforms** - these allow citizens to report problems and dysfunctions in their city or neighborhood, helping to improve the quality of life and strengthen the accountability of local authorities. For example, a mobile application to report road problems (potholes, faulty lighting) or acts of vandalism.
- **Online discussion forums** - these provide a space for debate and exchange of ideas on political and social issues, thus promoting dialogue and consensus building.

2. Significance

The importance of this form of commitment is multiple.

- First, digital civic engagement offers voice amplification for citizens, especially for young people. It gives them the opportunity to express their opinions and make their concerns heard on issues that affect them directly. For example, a young person expressing his opinion on an urban development project near his home can, thanks to the dissemination of his testimony and the support of other citizens, lead the municipality to reconsider his project.
- Second, digital civic engagement allows for rapid and effective collective mobilization to advocate for specific causes.



- An online petition launched in the wake of a tragic event can, for example, collect millions of signatures in a matter of days and urge the authorities to act.
- Access to information is also facilitated by digital civic engagement, allowing citizens to stay informed about political and social issues.
- Using news aggregation apps and fact checking sites helps to form an informed opinion about world events.
- Transparency and accountability of institutions are also encouraged by digital civic engagement. Citizens can use social networks to directly question their representatives about controversial decisions, thus forcing them to publicly justify their choices.
- Finally, digital civic engagement promotes a more participatory democracy, allowing citizens to contribute to decision-making processes and thus strengthening democratic legitimacy. For example, an online platform where citizens can propose ideas to improve their city, vote for the most popular projects, and monitor their implementation by the municipality embodies a model of participatory democracy.

B. Digital Civic Space and Digital Democracy

- The digital civic space represents the online environment where citizens can exercise their fundamental rights and freedoms, such as freedom of expression, freedom of association and the right to information, without unjustified barriers. It is a virtual space that must be protected and cultivated to allow healthy and democratic citizen participation.
- Digital democracy on the other hand, is a governance model that leverages digital technologies to strengthen citizens' participation in decision-making processes and improve the transparency and accountability of institutions. It aims to modernize traditional democratic practices by integrating digital tools to foster a more open dialogue and broader citizen involvement.
- Digital democracy fosters inclusivity by allowing people from diverse backgrounds, including marginalized communities, to participate in political discussions, access government services, and vote remotely in some cases.



- Social media and digital platforms also enable real-time activism, allowing people to mobilize around social and political issues. However, challenges such as digital divide, misinformation, data privacy concerns, and cyber threats must be addressed to ensure digital democracy remains fair and effective. When implemented responsibly, digital democracy strengthens civic participation, making governance more transparent, inclusive, and responsive to the needs of the people.

There are several key elements that make up the digital civic space:

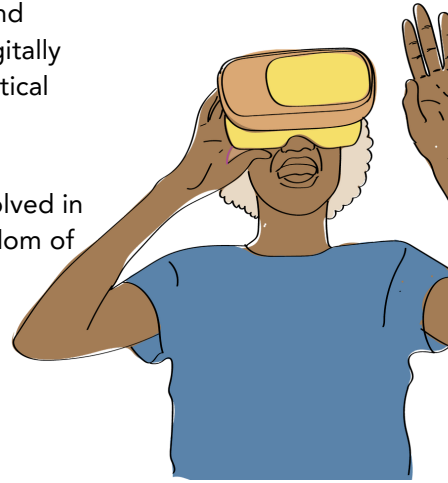
- Universal access to the internet is paramount to ensure that all citizens can participate in public life online.
- Freedom of expression online must be protected from all forms of censorship and abusive surveillance, thus ensuring an open and pluralistic debate.
- The protection of citizens' personal data is also crucial, in order to prevent the collection and misuse of this data, which could hinder their freedom of expression and their right to privacy.
- Net neutrality, which ensures that all content and applications are treated equally on the Internet, is an essential principle to preserve equal opportunities and avoid any form of discrimination online.
- Online media pluralism must be promoted to combat media concentration and the dissemination of false information, thus ensuring reliable and diverse information for citizens.





C. The place of youth in digital defense and online movements

Young people are central to digital advocacy and online movements. They are often the most digitally savvy and social media active, giving them a critical role in raising awareness of causes they care about, mobilizing support, and organizing protest actions. Young people are actively involved in defending digital rights, campaigning for freedom of expression online, the protection of personal data and access to the Internet for all. They can also become engaged as content creators, producing videos, podcasts, articles, and images to raise awareness for specific causes and inspire action.



They can also take on the role of online campaign organizers, conducting awareness and mobilization campaigns on social media to support specific causes or expose injustices. Finally, young people can act as moderators of online communities, ensuring that online communities are safe and following the rules, and combating harassment and hate speech.

D. Digital activism in action: inspiring examples

There are many examples of the power of citizen mobilization through digital platforms. The Arab Spring, which began in 2010, was largely fueled by the use of social media to organize protests, coordinate actions and disseminate information about events, thus circumventing censorship by the mainstream media.

- The **#BlackLivesMatter** movement, which gained momentum from 2013, used social media to denounce police violence against black people and to organize demonstrations and awareness-raising actions around the world.



- The **#MeToo** movement, which emerged in 2017, has made it possible to free the voices of victims of sexual harassment and assault, thanks to the massive dissemination of testimonies on social networks, thus creating a collective awareness and encouraging legislative and cultural changes. The student climate strikes, initiated by Greta Thunberg in 2018, have used social media to organise protests and social media awareness campaigns, mobilising millions of young people around the world and putting pressure on governments to take ambitious action on climate change.
- Finally, campaigns to combat disinformation are multiplying, with initiatives to verify facts and denounce false information on social networks, thus helping to fight the spread of disinformation and promote reliable and quality information.

More inspiring examples of digital activism in Africa

#MyDressMyChoice (Kenya, 2014)

A woman was assaulted and stripped naked in public in Nairobi, accused of wearing "indecent" attire. The hashtag #MyDressMyChoice exploded on social networks, denouncing sexual harassment and control of women's bodies. Demonstrations were organized, mobilizing thousands of people. The movement raised awareness of the extent of sexual harassment in Kenya, led to public debates on women's rights, and spurred authorities to take action.

#BringBackOurGirls (Nigeria, 2014)

The kidnapping of more than 200 schoolgirls by the terrorist group Boko Haram in Chibok has sparked global outrage. The hashtag #BringBackOurGirls was used to demand the girls' release, mobilizing international figures and citizens from around the world. The campaign kept up the pressure on the Nigerian government and the international community, raised awareness of Boko Haram's violence, and supported the families of the victims.



Y'en a marre (Senegal, 2011-2012)

A group of young rappers and journalists created the "Y'en a marre" movement to protest corruption, power cuts and President Abdoulaye Wade's bid for a third term. They used music, videos and social media to mobilise young people, organise protests and encourage voter registration. "Y'en a marre" played a key role in the defeat of Abdoulaye Wade and strengthened Senegalese democracy, demonstrating the power of citizen mobilization.

#FeesMustFall (South Africa, 2015-2016)

Students protested against the increase in university tuition fees, demanding free and decolonized education. They used social media to organize protests, share information, and coordinate their actions. The movement won concessions from the government, raised awareness of inequalities in education, and stimulated a national debate on the transformation of higher education.

Fact-checking campaigns (Africa)

Online disinformation spreads rapidly, threatening democracy and public health. Organizations like Africa Check, Dubawa and PesaCheck check the facts, expose fake news and educate the public in media literacy. These initiatives help to combat disinformation, promote quality journalism and build trust in information.

E. Digital Campaign Analysis Grid Example

For a successful digital campaign, it is essential to identify and clarify the objectives of the campaign, to set up a digital communication strategy and to analyse the impact and relevance of the campaign. Above all, it will be necessary to think about making an overall evaluation of the campaign to assess its effectiveness, relevance and reproducibility.





1. Identification and objectives of the campaign

Criterion	Description/Questions	Answer (to be completed for the analysed campaign)
Campaign Name	What is the name of the campaign?	
Organizers/Initiators	Who are the main organizers of the campaign? (Individuals, NGOs, youth groups, etc.)	
Targeted problem	What right(s) of the child are threatened or violated? (Right to education, health, protection, etc.)	
Main Objective	What is the main objective of the campaign? (Awareness-raising, fundraising, advocacy with decision-makers, etc.)	
Specific Objectives (SMART)	What are the specific, measurable, achievable, realistic and time-bound objectives of the campaign?	
Target Audience	Who is the campaign for? (Local, national, international public opinion, political decision-makers, donors, etc.)	
Specific context	What is the political, social and cultural context in which the campaign is taking place? (Factors that promote or hinder the campaign)	



2. Digital Communication Strategy

Criterion	Description/Questions	Answer (to be completed for the analyzed campaign)
Platforms used	Which social networks and digital platforms are used for the campaign? (Facebook, Twitter, Instagram, TikTok, YouTube, websites, blogs, etc.)	
Types of Content Distributed	What types of content are shared? (Texts, images, videos, infographics, testimonials, petitions, etc.)	
Key Message	What is the main message of the campaign? How is it formulated? Is it clear, concise and impactful?	
Use of Hashtags	What hashtags are used for the campaign? Are they relevant, easy to remember, and widely used?	
Public Engagement and Engagement	How does the campaign encourage public participation and engagement? (Calls to Action, Questions, Contests, Online Events, etc.)	
Partnerships	Does the campaign benefit from partnerships with other organizations, influencers or media? What are the benefits of these partnerships?	
Viral Dissemination Strategy	Has the campaign put in place strategies to encourage the sharing and viral spread of content? (Emotional, humorous, engaging content, etc.)	
Online Reputation Management	How does the campaign deal with negative comments, criticism, and online attacks? (Moderation, constructive responses, transparent communication, etc.)	
Accessibility and Inclusion	Is the campaign accessible to all audiences, including people with disabilities or those who are not digitally savvy? (Subtitles, transcripts, etc.)	



3. Impact and relevance of the campaign

Criterion	Description/Questions	Answer (to be completed for the analyzed campaign)
Campaign Reach	How many people are reached by the campaign? (Number of views, shares, comments, etc.)	
Stakeholders Engagment	What is the level of audience engagement? (Number of signatures on petitions, donations, participation in events, etc.)	
Coverage	Did the campaign receive media coverage? Which media outlets relayed the information?	
Social and Political Impact	Has the campaign had a concrete impact on the situation of children? (Policy changes, resource mobilization, improvement of living conditions, etc.)	
Sustainability of the Campaign	Has the campaign put in place mechanisms to ensure its long-term sustainability and impact? (Creation of an association, development of follow-up programs, etc.)	
Lessons Learned and Recommendations	What are the main lessons learned from the campaign? What recommendations can be made to improve future campaigns?	
Ethics and Responsibility	Does the campaign respect the ethical principles of communication and digital activism? (Transparency, respect for privacy, protection of personal data, etc.)	
Adaptation to the Local Context	Does the campaign take into account the cultural, social and political specificities of the local context? (Languages used, cultural references, adaptation to local realities, etc.)	



4. Conclusion: Overall Assessment

1. Information gathering:

Gather comprehensive information about the campaign you want to analyze (websites, social media, news articles, NGO reports, etc.).

2. Grid Filling:

Fill in the different sections of the grid based on the information you've collected.

3. Analysis and interpretation:

Analyze the responses you received and draw conclusions about the relevance and impact of the campaign.

4. Making recommendations:

Makerecommendationstoimprove future child rights campaigns.

Activities:

- Brainstorming on digital engagement actions
- Identifying digital campaigns that have influenced change Group discussion on barriers to digital engagement
- Case study analysis
- Designing online civic engagement projects

Resources to Prepare:

- Videos and/or testimonials on successful digital campaigns
- Academic articles and NGO reports
- Access to online collaboration tools





Expected Outcomes

Criterion	Description/ Questions	Evaluation (highly relevant, relevant, not very relevant, not relevant)	Justification
Relevance	Does the campaign meet a real need and target an important issue?		
Efficiency	Is the campaign achieving its objectives and is it having a concrete impact on the ground?		
Viability	Is the campaign sustainable and can it be sustainable in the long term?		
Reproducibility	Can the campaign model be replicated in other contexts and for other causes?		
Ethics	Does the campaign respect ethical principles and the rights of the child?		



Module 3

Digital Literacy and Online Safety





	Module 3:
Topic	Digital Literacy and Online Safety
Objective	Equip participants with the knowledge and skills needed to navigate digital spaces safely and responsibly
Content	- Introduction to digital literacy - Importance of digital literacy - Key components of Digital Literacy - Principles of security and data protection - Responsible digital citizenship
Methodologies	- Use a blended learning approach, combining online and offline methods to cater to different learning preferences. - Incorporate hands-on activities, role-playing scenarios, and group projects to enhance practical learning. - Presentations or visuals
Aids	- Interactive materials on cybersecurity - Tests and quizzes on misinformation - Access to fact-checking platforms - Computer/laptop to be able to connect on the internet - Reliable internet access is essential for participating in online activities, accessing resources, and engaging in digital communication. - Invite professionals in digital ethics, cybersecurity, and online behavior to share their knowledge and experiences - Identify tools that teach digital citizenship through engaging and interactive experiences. These can help make learning fun and memorable - Develop handouts, infographics, case studies and posters that highlight key aspects of digital citizenship, such as privacy settings, ethical online behavior, and recognizing fake news
Summary	- The digital literacy and online safety module equips participants with essential skills to navigate the digital world responsibly. It covers digital tools, personal information protection, cyber threat recognition, and ethical online behavior. Through interactive workshops and expert-led seminars, learners enhance their critical thinking, communication, and cybersecurity awareness, fostering a positive digital footprint and a respectful online community
Evaluation	- Implement formative and summative assessments to evaluate learners' understanding and progress. - Gather feedback through questions and discussions to continuously improve the module. Specific questions can be included in the overall evaluation feedback.



1. Introduction to digital literacy

Digital literacy is the ability to effectively and critically navigate, evaluate, and create information using a range of digital technologies. It encompasses a variety of skills, including:

- **Information Literacy:** Finding, evaluating, and using information appropriately.
- **Media Literacy:** Understanding and analyzing media content.
- **Technology Literacy:** Proficiency in using digital tools and platforms.

Digital literacy is essential in today's world as it empowers individuals to communicate, collaborate, and participate fully in the digital society

2. Importance of digital literacy

Digital technology is an important part of our everyday life and will continue to influence how the world works. Some of the benefits of digital literacy include:

- Empowering individuals to learn, change and adapt to the digital global environment.
- Enabling informed decision - making by accessing and evaluating information effectively promoting the development of creative and analytical uses of technology, enabling users to be active and confident in engagement in the online world.
- Digital literacies emphasise individuals' knowledge, skills and practice with digital technologies
- Safety: Helping recognize and avoid online threats, protecting personal information and privacy

3. Key components of Digital Literacy

- **Information literacy:** Understanding and evaluating information sources and Developing research skills and critical thinking
- **Media Literacy:** Understanding different types of media and their impact and analyzing media messages and creating ethical content
- **Digital Citizenship:** Practicing online etiquette and protecting privacy; and understanding digital rights and responsibilities.



- **Problem-solving and creativity:** Using digital tools for creative projects and encouraging innovative thinking
- **Career and life-skills:** Developing digital skills for the workplace and engaging in lifelong learning through online resources.

4. Digital ethics and society

Digital ethics refers to the study of how technology impacts our political, social, and moral existence. It involves understanding the ethical implications of digital technologies and their use in society.

Here are some key aspects:

- Definition and importance of digital ethics
- Core principles: respect, honesty, empathy, and privacy
- "Netiquette": rules for respectful online interactions
- Avoiding plagiarism and respecting intellectual property.
- Social Implications of Technology
- Digital Divide: Understanding the digital divide and strategies to bridge the gap
- Impact on Mental Health: Effects of digital technology on mental health & promoting.

In essence, digital ethics is about ensuring that technology serves the common good and respects human rights and values.





5. Principles of security and data protection

- Understanding and identifying online threats: How to recognize online predators and cyber bullying, and how to avoid and report such activities.
- Protecting personal information: How to use privacy settings on social media and other platforms, and what information is safe to share online.
- Use safe password practices and two-factor authentication
- Recognizing and responding to misinformation: Critical thinking skills to assess the credibility of online information and sources, and verification strategies to confirm the authenticity of news, images, and videos.
- Safe and respectful online communication: Learning "netiquette" (internet etiquette) and how to report inappropriate behavior or content on various platforms.

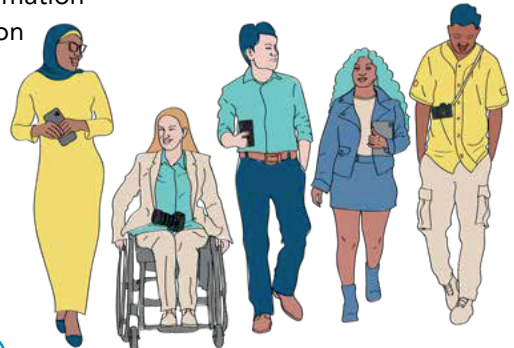
6. Responsible digital citizenship:

- Respecting digital work: older participants, particularly university students, learn about copyright, plagiarism, and respecting others' digital creations.
- Ethical behavior: All participants learn the principles of ethical behavior online, including respecting others' privacy and being mindful of the permanence of online actions and words.

Critical assessment

Assessing the credibility of online information

Identifying and managing disinformation





Module 4

Digital Advocacy and Youth-Led Campaigns





	Module 4
Topic	Digital Advocacy and Youth-Led Campaigns
Objective	Empower young leaders to use digital tools to drive social impact.
Content	- Basics of digital advocacy - Digital communication strategies for youth - Building an online advocacy campaign - Engaging policymakers and stakeholders through digital means - Measuring the impact of digital campaigns - Basics of movement building
Methodologies	- Icebreaker: Identify and discuss examples of digital advocacy campaigns from your own country that you have encountered in recent times - Presentation: Utilise technological tools to share the training content - Group activity: Designing a youth-led digital advocacy campaign and presenting it in plenary
Aids	- Training reference material - Advocacy strategy template - Mentorship network: A database of digital activists and mentors (a list of mentors and their areas of expertise to easily connect with young people).
Summary	This module will enhance the capacity of the young leaders to develop and implement digital advocacy campaigns in collaboration with different stakeholders to influence lasting change in their communities. They will acquire digital skills and strategies for effectively engagement and learn how to measure the success of their campaigns.
Evaluation	Assessment: Assess output and feedback from the session activities especially the advocacy campaigns developed



Objectives:

Empower young leaders to use digital tools to drive social impact.

Key Topics:

- Basics of digital advocacy
- Digital communication strategies for youth
- Building an online advocacy campaign
- Engaging policymakers and stakeholders through digital means
- Measuring the impact of digital campaigns

1. Basics of Advocacy

A. What is advocacy?

An organised effort to influence policy, practice and/or attitudes by presenting evidence and persuasive arguments for how and why change should happen. Advocates, also known as activists, work towards influencing decision-makers, raising awareness, and mobilising public support for their chosen cause.

B. Why advocacy matters?

Advocacy plays a crucial role in shaping societies by driving meaningful change and amplifying voices that may otherwise go unheard.

The following are some of the key reasons why advocacy matters:

- **Provokes Social Change** – Challenges injustices, pushes for reforms, and drives meaningful societal transformations.
- **Representation** – Ensures marginalised voices are heard and included in decision-making processes.
- **Policy Influence** – Engages decision-makers to enact laws and policies that promote fairness and equity.
- **Awareness and Education** – Provides knowledge and information to empower individuals and communities.
- **Accountability** – Holds governments, institutions, and corporations responsible for their actions and policies.



- **Community Building** – Brings people together around shared causes, fostering solidarity and collective action.
- **Individual empowerment** – Equips people with the tools and confidence to advocate for their rights and create change.

C. Different types of advocacy

Advocacy can take various forms, including public speaking, writing, organising events, and engaging with policymakers, and individuals or groups may choose different strategies based on their goals, target audience, and the nature of the issues they are addressing. Here are some common types of advocacy:

- **Legislative Advocacy:** Influencing lawmakers to create or change policies and laws.
- **Public Awareness Advocacy:** Educating and informing the public about important social issues.
- **Legal Advocacy:** Using the legal system to protect rights and bring about change.
- **Grassroots Advocacy:** Mobilising communities to take collective action on issues.
- **Consumer Advocacy:** Protecting consumer rights and ensuring fair business practices.
- **Corporate Advocacy (e.g., ESG):** Encouraging businesses to adopt ethical, social, and environmental practices.
- **International Advocacy:** Promoting global policies and cooperation on key issues.
- **SocialMedia Advocacy:** Using digital platforms to spread awareness and drive change.

D. Examples of Advocacy

- **Focus on Legislation or Policy:** Sponsoring proposals or amendments and participating in the lawmaking process e.g. submitting memoranda, drafting a model law
- **Capacity Building and Influencing practice of targets:** Undertaking trainings and recognising positive behaviour to encourage compliance e.g. Jurist of the Year awards



- **Strategic Litigation:** In order to shed light on the plight of an affected group and foster reforms e.g. the Ogiek case Public Campaigns: To call attention to a critical issue and inspire public support e.g. march to end statelessness
- **Media outreach:** Utilising social media as well as conventional media

2. Digital Communication Strategies for Youth

Some of the effective communication strategies for advocacy are:

- **Know Your Audience** – Understand their interests, concerns, and how they prefer to receive information.
- **Craft a Compelling Message** – Keep it clear, concise, and emotionally engaging to inspire action.
- **Use Stories and Personal Narratives** – Real-life experiences make advocacy more relatable and impactful.
- **Choose the Right Channels** – Select communication platforms that best reach and engage your target audience.
- **Leverage Social Media** – Utilise digital platforms to amplify messages, reach a broader audience, and encourage engagement.
- **Build Partnerships** – Collaborate with organisations, influencers, and allies to strengthen advocacy efforts.
- **Provide Actionable Information** – Clearly outline what people can do to support the cause.
- **Educate and Inform** – Share factual, research-based content to raise awareness and credibility.
- **Use Visuals Effectively** – Graphics, videos, and infographics can simplify complex information and increase engagement.
- **Be Consistent and Persistent** – Repetition and regular updates help reinforce messages and sustain momentum.
- **Engage with the Media** – Work with journalists and news outlets to expand the reach of your advocacy.
- **Listen and Respond** – Pay attention to feedback, address concerns, and adapt messaging when needed.
- **Utilise Advocacy Campaigns** – Organise structured campaigns to mobilise supporters and create impact.
- **Empower Advocates** – Train and equip supporters with the tools to effectively communicate and advocate.



Measure and Adjust – Track progress, analyse outcomes, and refine strategies for greater effectiveness.

3. Building an Online Advocacy Campaign

Proper planning helps ensure that advocacy efforts are focused, organised, and effective. Building and advocacy campaign involves the following steps:

a. Understanding the problem you want to change

- Identify and describe one issue/problem/challenge affecting your community that you'd like to change.
- List down causes of the issue/problem/challenge and outline their effects/consequences. Here are some questions to help you:
 - What makes you angry?
 - What drives you?
 - Is there anything in your community or country you feel really frustrated about?
 - What could be done differently in your community or country that would benefit people?
 - What ideas do you have to improve something you aren't happy about?

b. Choosing an issue you are passionate about:

Considering that you cannot do everything at the same time, you must decide what aspect of the issue/problem/challenge above you'd want to focus your advocacy campaign on.

c. Setting the campaign goal and objectives

Setting clear and achievable goals and objectives for your advocacy campaigns lays the foundation for strategic planning and effective implementation by clearly defining outcomes or changes that the campaign seeks to achieve..

- Advocacy goal is the long-term result of your advocacy effort; it is the change you want to see. It is your vision or your dream.



- Advocacy objective is a specific, short-term result that contributes towards your goal. Your objective should be SMART - Specific, Measurable, Attainable, Relevant and Timely.

d. Identifying who you want to influence

Identify individuals, groups, or organisations whose attitudes, behaviours, or decisions the campaign seeks to influence. Conduct a research on research on them and their values, beliefs, interests, and communication preferences to enable you target your outreach and tailor your messages and strategies accordingly.

e. Developing the right messages

Craft compelling campaign messages that are clear, concise, persuasive and convey the campaign's goals, values, and call to action. A good message should include identification of the problem, presentation of the solution, highlighting benefits, and providing a clear call to action. Maintain a consistent message across different communication channels and campaign materials.

f. Selecting advocacy activities

Identify the right advocacy strategies and actions aligned with your advocacy goal, objectives and audience preferences. These may include direct lobbying, grassroots organising, media advocacy, public education, coalition-building, direct action or litigation. Ensure activities are well sequenced and set deadlines to ensure timely execution of the campaign plan.

g. Building partnerships and coalitions

Identify potential partners, stakeholders, and allies who share common goals or interests. Forming partnerships with other organisations or groups helps youth to amplify voices, share resources, and increase collective impact. Collaboratively plan and coordinate activities with coalition members to maximise effectiveness.

h. Measuring and evaluating the campaign:

keep track of your progress towards campaign objectives by collecting data and assessing the impact of campaign activities. Being flexible and responsive to changing circumstances, gather feedback and leverage emerging opportunities during the campaign.



4. Engaging policymakers and stakeholders through digital means

Building coalitions and partnerships involves forming collaborative relationships and alliances with policymakers and stakeholders who share common goals and interests is essential for amplifying advocacy efforts, leveraging collective resources and expertise, and driving systemic change on complex social, environmental, or political issues.

Benefits of Building Coalitions and Partnerships

- **Strength in Numbers** - combining forces increases the visibility, influence, and impact.
- **Diverse Perspectives** - enriching advocacy efforts with different perspectives, ideas, and approaches.
- **Resource Sharing** - pooling resources enables coalitions and partnerships to achieve common goals more effectively and efficiently.
- **Collective Action** - advocating for systemic change, influence policy decisions, and address root causes of issues more effectively than individual efforts.

Strategies for Building Coalitions and Partnerships

- **Identify common goals** - clarify shared objectives, interests, and values.
- **Conduct stakeholder analysis** - identify and engage key stakeholders with a stake in the issue and can contribute to coalition building.
- **Foster trust and collaboration** - cultivate open communication, transparency, and trust among coalition partners.
- **Establish clear roles and responsibilities** - define roles, responsibilities, and expectations for each coalition partner.
- **Develop shared vision and strategy** - collaboratively develop a shared vision, mission, and strategy for advocacy efforts.



Engaging Policymakers and Stakeholders

- Outreach and recruitment - targeted outreach strategies to raise awareness and solicit participation.
- Capacity building – training, resources and support.
- Collaboration opportunities – across sectors, disciplines, and geographic regions.

Measuring the impact of digital campaigns

Establishing mechanisms for monitoring and tracking progress against the campaign timeline and action plan is critical to the success of your digital campaigns. Conduct regular reviews and update the timeline to reflect changes, delays, or new developments in your campaign. This also gives you an opportunity to address any obstacles or challenges that may arise and to adjust the plan accordingly.

Here are some of the things you need to consider

- Develop a monitoring and evaluation framework for your campaign with metrics and indicators to measure effectiveness, impact, and outcomes of coalition building efforts.
- Conduct periodic reviews of the campaign timeline and action plan against established metrics and benchmarks to assess progress and effectiveness.
- Collect feedback from team members, stakeholders, and target audiences to identify strengths, weaknesses, and areas for improvement.
- Make revisions or adjustments to the campaign implementation plan as needed to optimise campaign performance.
- Recognise and celebrate achievements, milestones, and successes of the advocacy campaign.

5. Movement Building

What is movement building ?

Movement building is the process of organising people, resources, and strategies to create sustained collective action toward social, political, or economic transformation. Unlike one-off protests or campaigns, movements aim for long-term systemic change by shifting power structures, cultural narratives, and policies.



Steps in movement building

- Laying the foundation for the movement
 - Define a clear cause and use value-based messages. E.g.: (Bad) Free and fair election now / (Good) Free and credible election is our right.
 - Identify and map out partners: Look out for existing group of interest that identify with your movement.
 - Build the core team: A core team for a successful movement should include organisers, researchers, legal advisers, storytellers and influencers.
- Mobilisation and community building
 - Recruit and train: onboard people through webinars, provide toolkit
 - Petition
 - Social media challenges
- Launch visible actions like
 - City march
 - Media press conference
- Sustain momentum
 - Storytelling (the problem, the struggle and the victory)
- Celebrate and reflect
 - Talk about the victory narratives through social media platform
 - Post win surveys





Module 5

Digital Storytelling and Content Creation





	Module 5:
Topic	Digital Storytelling and Content Creation
Objective	• Understand the key elements of storytelling and content creation • Learn How to structure and write engaging narratives • Learn the storytelling cycle
Content	• Foundations of Digital Storytelling • Elements of a Compelling Story • Types of digital stories in civic engagement • Tools for creating impactful social media content. • Techniques for videos and photos • Ethical guideline
Methodologies	Delevery will be through : • Presentations • Exercises • Practical group work
Aids	• Flipcharts • Computer and internet access • Projector • Sticknotes and makers
Summary	The model equip young people with practical skills of identifying, writing, creating and sharing impactfull stories to influence change.
Evaluation	Practical exercices to see competencies developpe



Introduction

Digital storytelling combines narrative techniques with multimedia tools to communicate ideas, advocate for change, and engage audiences. In civic contexts, it transforms complex issues into relatable, shareable content that inspires action.

Foundations of Digital Storytelling

What is Digital Storytelling?

Using multimedia (text, images, video, audio) to share narratives that inform, persuade, or mobilize.

Why It Matters in Civic Engagement:

- Simplifies complex issues (e.g., climate policy, voting rights).
- Humanizes data (e.g., personal stories behind education challenges).
- Drives action (petitions, protests, policy change).

What is the cycle of story telling?

Elements of a Compelling Story

- Hook – Grabs attention (shocking stat, emotional opening).
- Characters – Who is affected? (e.g., a first-time voter, a displaced family).
- Conflict – What's the problem? (e.g., corruption, lack of schools).
- Solution – What's the call to action? (e.g., "Demand transparency now!").
- Emotion – Makes it relatable (hope, anger, urgency).

Formats for Civic Storytelling

- Short Videos (TikTok, Reels, YouTube Shorts)
- Infographics
- Podcasts (Interviews with activists, officials)
- Interactive Maps (Showing local issues like potholes, pollution)
- Memes & Carousels (Simplified explainers on Instagram/LinkedIn)

Types of digital stories in Civic Engagement

Personal Narrative Stories: it is the experience of someone in a situation that you are advocating for.



Purpose: Humanize systemic issues through lived experiences. Formats: Video testimonials and Written blogs

Data-Driven Stories: narratives that used verified statistics

Purpose: Make statistics relatable and actionable.

Formats: Interactive charts, Animated explainers

Solution - Focused Stories (case study)

Purpose: Show alternatives to inspire action.

Formats: Documentary shorts, Before/After photo essays.

1. Choosing Your Story Type

Goals	Best format
Quick awerness	Memes/ short videos
Deep policy change	Data reports + podcast
Community mobilisation	Crowdsourced maps
Emotional connection	Personal narratives

2. Tools for creating impactful social media content Planning Your Content

Planning Your Content

Audience Mapping Who needs to hear this? (Youth, policymakers, etc.). Be clear who needs to be targeted by your story or campaign to ensure that you have the right, messaging, content formats, make the right choice of platforms and ultimately and effective campaign.

Platform selection

- Facebook is best for older demographics (30+ years)
 - Types of content : long-form storytelling and engaging content (live videos, event pages)
 - Local community groups (town halls, discussions)
 - Tactics: Go Live during protests or hearings, Post in local groups or Use Facebook Fundraisers for donation drives



- Twitter/X – is best for real-time reactions (breaking news, hearings), Influencing journalists/elites (using trending hashtags)
 - Types of Content
 - Threaded storytelling (data deep dives)
 - Tactics: Threads: Break down complex issues in 5-10 tweets, Quote-tweet opponents with facts, Spaces: Host live debates with experts.
- Instagram is best for Youth engagement (Gen Z, millennials), Visual storytelling (Reels, carousels, Stories) and Hashtag campaigns
 - Tactics: Reels: 15-30s hooks Carousels: "Swipe to see the data" infographics, Stories: "Swipe Up" links to petitions or voting guides
- TikTok – Very common with Gen Z and Alpha and is best for, Viral, raw, emotional storytelling
 - Formats: Duets/Stitches: best for debunking misinformation, fact checking, amplifying marginalised voices, adding context to viral clips and humanising data Videos.
- TikTok – Very common with Gen Z and Alpha and is best for, Viral, raw, emotional storytelling
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- WhatsApp - Is the widely used messaging platform and a low hanging fruit to reach out to people directly. Whatsapp has high open rate. Its best for Community participation, awareness, create a testimonial bank, debunk misinformation, collect views and for direct reach
 - Formats: Broadcast Lists: Text + image alerts Voice Notes: Personal stories
- PDF Guides: "How to" LinkedIn is ideal to reach the policy makers
 - Formats: Articles: Long-form policy analysis (tag decision-makers), Document
 - osts: Upload PDFreports and Polls
- YouTube - ideal for Deep dives, documentaries and sharing live events.
 - Formats to use include Short Docs (5-10 min): Combine interviews



3. Production Tools (Free/Low-Cost)

Tools	Use case	Examples
Canva	Posters, infographics	Protest flyer, invitation /event flyers
Capcut	Video editing	Campaign ads, testimonials
Google Earth	Mapping issues	Population hotspots, concentration of issues
Anchor	podcasting	Community interviews

4. Techniques for videos and photos

Photos

- Plan Ahead: know the key moments, and plan your equipment
- Focus on the people to capture emotions and show diversity
- Use natural light
- Compose thoughtfully: ensure backgrounds are clean and not distracting Tell a story using before and after emerges
- Edit thoughtfully for more clarity





Videos

- Plan Your Shots. Create a Storyboard to Outline the key scenes or messages you want to capture.
- Focus on quality ensure Stable Footage by Using a tripod. Ensure you have good audio by having external microphones. Natural light is always best for videos.
- Capture Key Moment.
- Keep It Short and Engaging Aim for 1-3 minutes for most videos. Always start with a hook to ensure engagement.
- Edit Professionally using available free software like Canva and adding some music to enhance the mood as well as captions or text overlays to highlight key points.

5. Sharing and engaging diverse audiences through digital platforms.

- Plan your launch effectively (have all your assets and platforms ready)
- Create excitement and buzz when launching
- Spread the word - utilise supporters, allies, partners to enhance the reach Tagging people who need to know or have interest
- Hashtags (create easy hashtags and avoid hashtag stuffing) paid amplifications (Seo, Paid Ads)
- Offline integration (placing QR code, using sms to push your message)

6. Ethical Guidelines

- Fact-Checking: Verify stats (use WHO, World Bank, gov data).
- Consent: Always ask before sharing someone's story/image.
- Avoid Misinformation: Don't exaggerate; cite sources.
- Accessibility: Add captions, alt text, translations.



Module 6

Artificial Intelligence and Emerging Digital Technologies





	Module 6
Topic	Artificial Intelligence and Emerging Digital Technologies
Objective	Introduce participants to the applications of artificial intelligence (AI) in digital activism.
Content	- Introduction to artificial intelligence (AI) - Benefits of AI - Emerging technologies and their societal impact - AI for good: Leveraging machine learning for civic engagement - The impact of AI on misinformation, disinformation and democracy - Ethical considerations in the use of digital technologies - Future trends: Expected developments in AI and digital technologies - Leverage AI on digital advocacy - The Digital Scout - Digital First Aid Kit
Methodologies	- Delivery by a technical resource person - Structured plan, specific learning objectives, and continuous evaluation - Q&A Sessions, group discussions and experiential approach - Interactive Lectures: Multimedia explanations and live demos. - Hands-on Sessions: Exploring AI applications and guided exercises. - Case Studies: Analysis and ethical discussions. - Expert Sessions: Insights from professionals and Q&A.
Aids	- Practical demonstrations of AI tools - Conferences and webinars with experts - Case studies on the use of AI - Required technological infrastructure - Printed learning & training Materials - Needed hands-on learning kits & Apps/software
Summary	This module on Artificial Intelligence and Emerging Digital Technologies provides a foundational understanding of AI, its applications in various fields, and introduces emerging technologies like blockchain, IoT, AR, and VR. It also addresses ethical and social implications, with interactive demonstrations and practical exercises to enhance learning.
Evaluation	Various approaches can be used or combined as necessary including: - Practical Exercises: Evaluate application of learned concepts. - Group Discussions: Assess understanding via presentations. - Performance Metrics: Track engagement and completion rates.



1. Introduction to Artificial Intelligence (AI)

A. What is Artificial Intelligence?

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines, enabling them to perform tasks like problem-solving, decision-making, language processing, and learning. It relies on algorithms, data, and computing power to recognize patterns, adapt, and automate processes.

AI is classified into narrow AI, which performs specific tasks; general AI, which aims to mimic human reasoning and Super AI (or Artificial Super-intelligence) which surpasses human intelligence and capabilities.

Key technologies include machine learning, deep learning, Natural Language Processing (NLP), computer vision, and robotics. AI is transforming industries by enhancing efficiency and decision-making but also raises ethical concerns like privacy, bias, and job displacement. Understanding AI is essential for its responsible use in society.

b. Benefits of AI

- **Enhanced Decision-Making:** AI analyzes data to provide insights and predictions.
- **Automation:** AI automates repetitive tasks, increasing efficiency.
- **Personalization:** AI tailors experiences to individual preferences.
- **Efficiency:** AI optimizes workflows and reduces errors.
- **Innovation:** AI drives innovation across various sectors

c. Emerging technologies and their societal impact

- Emerging technologies and innovations drive progress, improve efficiency, and create new opportunities across industries. The paradigms of ET include artificial intelligence (AI), blockchain, quantum computing, biotechnology, and the Internet of Things (IoT). Although these technologies offer significant benefits, they also pose challenges concerning ethics, security, inequality, and job displacement. Ensuring a balance between innovation and responsible regulation is essential to fully harness their positive impact on society.



Below are examples of emerging technologies to be aware of:

- Artificial Intelligence (AI) – Enhances automation, decision-making, and problem-solving but raises ethical concerns about bias, privacy, and job displacement.
- Blockchain – Increases security and transparency in financial transactions, supply chains, and digital identities, reducing fraud and inefficiencies.
- Internet of Things (IoT) – Connects smart devices for real-time data exchange, enhancing convenience and efficiency but posing cybersecurity risks.
- 5G and Advanced Connectivity – Enables faster internet speeds, supports smart cities, and improves remote work but requires significant infrastructure investment.
- Quantum Computing – Offers breakthroughs in data processing and cryptography but challenges current cybersecurity systems.
- Biotechnology – Advances in gene editing, personalized medicine, and synthetic biology improve healthcare but raise ethical and safety questions.
- Augmented Reality (AR) & Virtual Reality (VR) – Enhances entertainment, education, and training but may contribute to digital addiction and privacy concerns.
- Robotic: this is evolving, with applications in manufacturing, healthcare, and service industries. Innovations include collaborative robots (cobots) and autonomous drones.

2. AI for good: Leveraging machine learning for civic engagement

By integrating AI and machine learning into civic initiatives, societies can create more inclusive, responsive, and transparent governance systems, ultimately strengthening democracy and community participation through:

- Enhancing Public Participation – help in understanding public concerns and encourage citizen involvement and participation.
- Improving Government Transparency – improve detection and response to inconsistencies and leverage best practices to promote accountability and high sense of responsibility.



- Bridging the Information Gap – provide real-time and relevant information on matters that directly affect citizens regarding their rights or direct involvement on public decisions and policies. E.g. expression of their opinions, policies, and civic issues to making governance closer and more accessible.
- Strengthening Disaster Response – Crisis mapping assist in disaster preparedness and efficient resource allocation.
- Boosting Inclusivity – AI-powered translation and accessibility tools help diverse communities engage with government processes, regardless of language or ability.

3. The impact of AI on misinformation, disinformation and democracy

a. Misinformation/disinformation: Be aware that AI can create contents and easily spread misinformation. This also implies increase in manipulation if public opinion. Our responsibility to detect and moderate misinformation while ensuring accuracy and freedom of expression.

b. Mitigation strategies: There is need for education and capacity development (self/public) to recognize and critically evaluate misinformation. Be aware and implement set/relevant regulations for transparency and accountability in the use of AI/technology platforms.

4. Ethical considerations in the use of digital technologies

In the face of challenges and controversies, these aspects should be core:

- A. Data privacy & security: Understanding data privacy, algorithmic bias, protection of personal information from unauthorized access and misuse
- B. Ethical use: focus on systems that are ethical and beneficial to society
- C. Transparency & accountability: Open about how technologies work and the data they use
- D. AI social implication: The reality of digital divide in the society and impact on employment. E.g. reflect on the effects of automation and digitalization on jobs.



5. Future trends: Expected developments in AI and digital technologies

Future developments in AI and digital technologies will bring advancements in autonomous systems, ethical AI, personalised experiences, and quantum computing. The metaverse and immersive technologies will expand, while AI will revolutionise healthcare, IoT, and sustainability efforts.

AI-driven climate solutions and smarter computing will enhance efficiency, but ethical and security concerns will require careful regulation. These trends will shape industries and daily life, driving innovation while demanding responsible implementation.

Focus on what the global technology ecosystem provides:

- Future of AI: The growing need for prediction and possibilities in the ecosystem
- Emerging Technologies: Be aware of innovations on the horizon
- Preparing for change: The need for adaptability and continuous learning

6. Leverage AI on digital advocacy

AI is transforming digital advocacy by enhancing outreach, engagement, and campaign effectiveness. By automating tasks, analyzing data, and optimizing communication strategies, AI empowers organizations and activists to amplify their impact.

The following are ways in which AI can be used to enhance digital advocacy:

Targeted messaging and outreach

- AI analyzes audience data to personalize messages, ensuring effective engagement.
- Chatbots and virtual assistants provide real-time responses to queries, increasing accessibility.



Data-driven decision making

- AI tools analyze public sentiment and trends, helping advocates refine their strategies.
- Predictive analytics identify potential supporters and influential stakeholders.
- Content creation and automation : AI-powered tools generate compelling social media posts, blogs, and videos for advocacy campaigns.
- Automated scheduling and distribution optimize content reach and impact.

Sentiment analysis and public opinion monitoring

- AI tracks online discussions and news trends to gauge public perception of advocacy issues.
- Helps organizations respond quickly to misinformation and emerging concerns.

Enhancing inclusivity and accessibility

- AI-driven translation tools break language barriers, expanding advocacy reach.
- Speech-to-text and text-to-speech technologies improve access for people with disabilities.

Optimizing fundraising and support mobilization

- AI identifies potential donors and customizes fundraising appeals
- Machine learning algorithms suggest the best engagement strategies to sustain long-term support.



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