

THE PRACTICAL GUIDE

Building an advocacy - Example of digital transition



WHAT IS ADVOCACY ?

ADVOCACY

Set of actions, well thought out and structured, that an **organization** (association, collective of individuals, cooperative, company, etc.) or a **group of organizations** will lead in order **to influence decision makers to take a specific action**, with the aim of delivering a given change.

Therefore, everything starts from the "**advocacy holder**", who defines an objective for change and who takes actions accordingly. When advocacy aims for policy change at the regional, national, or international level, the advocacy holder is often a group of organizations, while at the local level, advocacy can be carried out by a single organization.

WHAT IT IS NOT

Advocacy is not a one-off activity or event, but **a process designed according to a strategy** and which follows an implementation plan over a given period in order to have a long-term impact.

ADVOCACY IN ONE EQUATION



IN A PROCESS

1. Speak out : people affected by a problem highlight what is affecting them

>

2. Gather evidence about what needs to change and how

v

4. Create change in the society towards greater social justice

<

3. Influence people who have power and change the way they think and act



The IDEA D4D Hub is a project under the D4D Hub Initiative funded by the H2020 Framework Programme of the European Union (Grant Agreement 101017015), co-funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by five partners.



To learn more about the project,
please visit our website:
<https://d4dhub.eu/idea-project>

Contact us:
idea@d4dhub.eu

ADVOCACY IN ONE PHRASE

WE

a group of
Tunisian
associations

CALL FOR CHANGE

in the government's digital strategy

BECAUSE

poorly oriented, the digital transition can increase social inequalities and increase the marginalization of certain people

WE KNOW

that a digital transition centered around the needs of the population will achieve multiple positive externalities

THAT WE CAN

do it because we have the plan, the network, the experience and the support to act accordingly

MAKE A DIFFERENCE

by supporting our initiative and helping us make a real difference

HOW DO YOU KNOW WHEN TO ADVOCATE AND WHY ?

Advocacy does not solve all our problems. It is usually used when our actions **are hindered, or limited by, regulatory, legal, or institutional obstacles**.

On the other hand, advocacy is an **ambitious process that not only requires time, but also financial and human resources**. Thus, it is essential to consider its timing. In other words, to **carry it out based on specific opportunities** that will give it more weight : elections, key dates of a political decision, gathering of decision-makers, etc. These type of windows create the conditions needed to achieve the desired change .

LEXICAL DIFFERENCES

‘Advocacy’ and ‘advocacy campaign’

Advocacy is built on activities that bring together **sequenced, targeted and time-limited actions**, with the objective of appealing to public opinion in order to put pressure on decision-makers. That's what we call "an advocacy campaign". It is therefore of a public nature and involves popularization and visibility actions, as well as the mobilization of the media.

Advocacy strategy

Process which allows **the development and implementation of advocacy**, from A to Z. It consequently aims to achieve the chosen objectives. Advocacy is an influential process that articulates others : participation, information, education, communication, demands, awareness, confrontation, negotiation, lobbying, or even consultation.

ADVOCACY CAMPAIGN = ACTIONS CARRIED OUT TO IMPLEMENT AN ADVOCACY



CONCEPT OF SPACE

+



CONCEPT OF DURATION

BRILLIANT ADVOCATERS



Bochra Belhaj Hmida

(Tunisia) Advocates for women's rights and freedoms



Martine Somda

(Burkina Faso) advocates for people living with HIV's rights



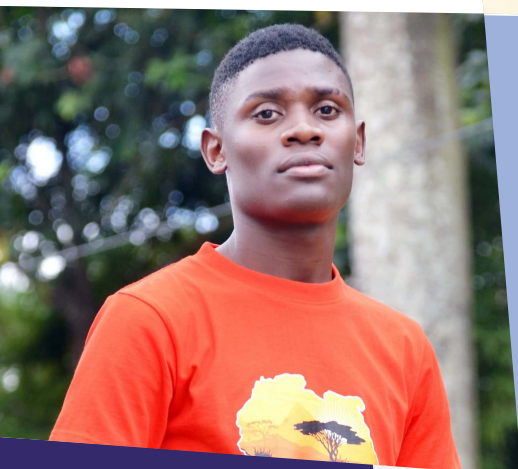
Saïda Menebhi

(Morocco) Defended human rights in Morocco until she sided through starvation



Joanita Babirye

(Uganda) Leads the group Girls for Climate Action



Nyombi Morris

(Uganda) Promotes and advocates for climate and gender equality



Cídia Alcido Chitsungo

(Mozambique) Leads movements and campaigns for human rights, and was elected at the direction of a large Pan-African Movement



Adriano Nuvunga

(Mozambique) Advocates in favor of human rights and against corruption



STEP #1 TO UNDERSTAND

SPOT THE PROBLEM

The topic of a given advocacy is not a general one like “digitalization” or “digital transition”. **It's a specific problem:**

- Which audience is affected?
- By what **exactly** regarding the digital transition?
- What does this tell us about the digital transition we want?
- Are we talking about a particular or priority sector?

The initial problem may be for example “in our country, half of the population does not have access to mobile internet and is therefore excluded from the digital transition taking place in our society and economy”.

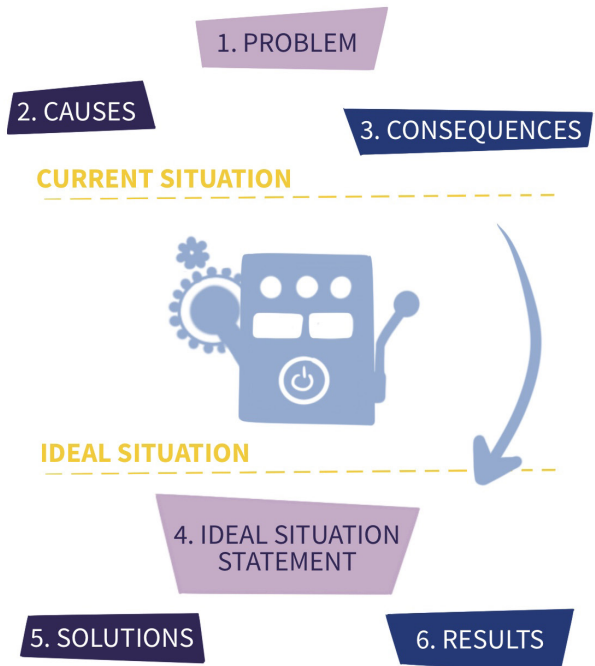
As for the **digital transition**, the problem can be linked to many other general topics :

- the rise of extremism and **the polarization of debates enabled by the web**
- the endangerment of privacy by the **biggest digital platforms' business models**
- the social divide generated by the digitalization of public services
- disinformation and **trolling campaigns** to influence public opinion
- **digital surveillance** at authoritarian regimes' service
- digital manipulation and fake news
- the impact of cyber-harassment on children and adolescents
- ...



TOOL | The problem-opportunity mechanism

Fill in the 3 “**current situation**” boxes: the main problem, its causes then its consequences (steps 1 to 3). Now imagine that someone pressed the “rewind button” and that all the statements have been reversed. Write them in the 3 “**ideal situation**” boxes: turn the problem into an ideal situation statement; the causes into solutions and the consequences into results.



This exercise should allow you to:

1. **Readjust the focus** of your advocacy : wouldn't your final topic be one of the causes ?
2. **Examine the root causes** of your problem and identify those which can and need to be tackled by advocacy (action blocked by legal obstacles)
3. Ask yourself how resolving a root cause through advocacy **can impact the consequences?**
4. **Start identifying** the stakeholders: do the consequences indicate which actors might potentially be interested in your advocacy?

MASTER THE ISSUE

To formulate the right objectives and advocate with full knowledge of the facts, **you must be unbeatable in your knowledge** with anything that has to do with the problematic (scale, seriousness, causes, consequences), but also on its stakeholders (people affected, influential and opposed), its context (social, political, legal, regulatory, economic and cultural) and on the factors preventing or promoting change. Making a state of play and collecting information **is essential to:**

- Know precisely to whom you should **address**
- Validate the **relevance** of your advocacy (demonstrate impact)
- Give it **credibility** (advocate in a substantiated manner)
- Make it more **effective** (know when to act and how)

To carry out a state of play, **develop a research plan in 2 parts:**

1. **A preliminary search** with keywords to find already existing qualitative and quantitative data (reports, articles, national/regional statistics, studies, public policies and national strategies, published and unpublished research, etc.)
2. **Consultation of the stakeholders** to extract data from the field through individual interviews, focus groups, community conversations, surveys or even workshops

SOME GOOD ADVICE : share the results of your consultation with the main stakeholders (decision-makers and civil society) in order to **encourage an adherence to the initial conclusions and the next steps**. Advocacy will be all the more effective if the stakeholders are on the same page.



TOOL | Research and consultation plan

Problematic :			
What do we need to know?	Who do we need to speak to, to find it out?	What is the best way to get this information?	What are the advantages/disadvantages of this method?
Example: What is your government doing or going to do about the issue (laws, policies, programs and directives)?			
Example: and what could be improved?			
Example: Who is responsible for the problem within the ministry concerned?			
Example: What is the amount of funding available for the issue and what is it dedicated to?			
Example: Among decision-makers, influential people, organizations and the general public, what is the level of understanding and mobilization on the issue?			
Example: What advocacy activities are underway, and who are the entities and people involved? What are their goals and targets? What has been their impact to date?			
Etc.			

SET AND FORMULATE AN OBJECTIVE

Building an advocacy amounts to building a project. And like any project, **everything starts from a (primary) objective**. Only set several objectives if your advocacy is large-scale (national or even international) and with a lot of funds behind it.

The goal of advocacy **is the change you want to see**. Try formulating it by describing the ideal “post-advocacy” situation in the form of a statement in the present tense. To define your objective, keep in mind the question: “what policies should I influence?”. In terms of formulation, an objective must mention:

1. What must stop, what must change
2. The change/solution you want to see
3. Who should make this change happen and how



**PROBLEM + SOLUTION
= ADVOCACY OBJECTIVE**

Be careful, when you formulate the change, make sure it is SMART (see below) and **focused on the obstacles and recommendations of people who suffer from the problem**.

EXAMPLE : "Advocate for the Ministry of Digital Transition to propose a stricter law aimed at protecting citizens' privacy in the digital environment, by limiting the collection and use of personal data, within the end of the year"

IDENTIFY THE TARGET

To define our strategy and our message, **we need to know our targets**. There are two types of targets:

- **Key decision-makers (main target)**: these are decision-makers (always a person and not an institution/organization) with direct authority on the result of your objective (example: Minister delegated to the Minister of Digital Transition). These people can directly bring the desired change.
- **Influential people (secondary target)** : alone or in groups, they have the power to influence the main target's decisions and actions. They do not decide on the change but have an intermediary role between you and the main target. They are therefore allies in your strategy (example: colleagues, main target's advisors or family members, opinion leaders, media, other decision-makers, etc.).

ATTENTION : the main target can also be an ally! Our advocacy objective may overlap with the main target's general objectives without she or he being aware of it. The idea is then to show them that we know a better way to achieve their goals. It is therefore necessary that they receive our advocacy as a proposal and not as a demand. Presented in this way, our message is much more likely to make an impact.



**TOOL | Check the relevance
of your objective**

YOUR ADVOCACY OBJECTIVE :		
Check the criteria:		Description :
	Specific	Have you specifically mentioned what you want to accomplish?
	Measurable	Will you be able to concretely monitor the desired change and evaluate progress?
	Attainable	Is your goal achievable within the allocated time?
	Realistic	Is it really achievable given the context and your resources?
	Timely	Is it achievable within a predefined period?



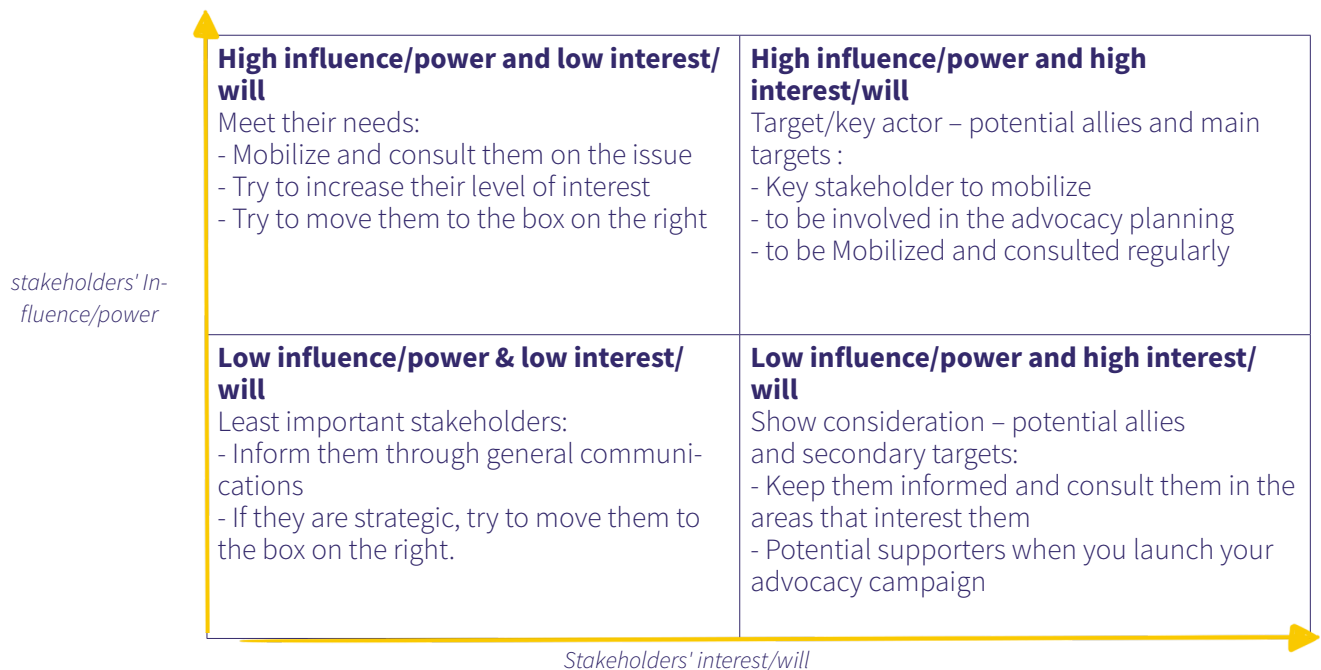
TOOL | Power matrices

1. Create and complete a table containing the following criteria (primary and secondary targets combined). This will allow you **to know who among your targets are champions, allies and potential adversaries** depending on the levels of power and their positions on the cause:

How to rank your primary and secondary targets				
Category	Function	Power level	Positioning	Level of influence on the target
- Culture - Executive - Legislative - Judicial - Social - Private companies	- Minister XX - MPs - Influencer - Media presenter - First lady - Others	- high - medium - low	- Opposition (high, medium, low) - Neutral - Support (high, medium, low)	- high - medium - low

Important : It's up to you to make this matrix your own by adding elements that seem relevant to you:

- the target's level of familiarity with your group or organization
 - Its knowledge of your case
 - The positive or negative consequences that your target may experience by supporting you, etc.
2. To have an overall grasp of your stakeholders and how to integrate them into your advocacy strategy, **divide them according to these two axes**. This matrix will help you anticipate **the level of difficulty** of your advocacy and therefore its strategy, but also the **order of priority when contacting your targets** (who to involve, when and how into your strategy).



STEP #2 PREPARE THE FIELD

ELABORATE THE MESSAGE

Elaborating a message means **condensing your advocacy in to a few words adapted to a given target**. Although an advocacy often aims to suppress a law, a practice or a phenomenon, always formulate your messages “positively”.

In other words, advocate “for an algorithm that filters insults on social networks” and not “against the proliferation of hatred by algorithms”. **A clear and positive vision will bring more people together.** What makes a good message?

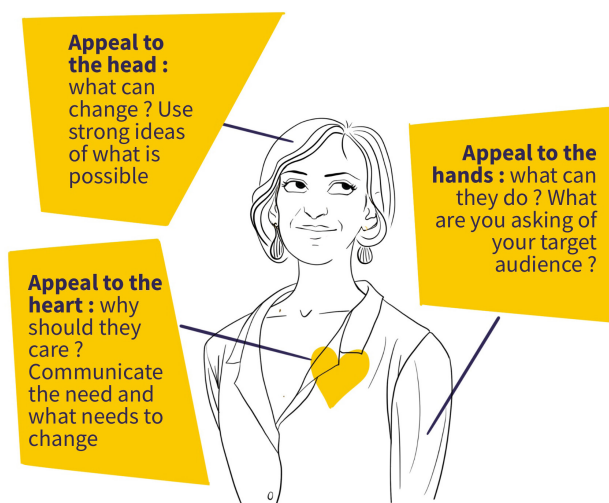
1. Prepare different messages **according to the targets you identified**

2. Always **start by knowing the target to whom you are going to send the message**. To do this, map the elements that influence her or him on the issue. Then find ways to include what your targets are interested in into your messages. For example :

Advocacy objective: Advocate for programs to bridge the digital divide by providing basic digital skills to those who need them most, such as elders or people living in rural areas, by the end of 2024		
Key target	What influences her or him :	
	Who	What
Deputy Minister for Digital Transition	• 2 very close personal advisors • Professional union of digital companies • Prime Minister • National media	• People's negative opinion towards digital • Upcoming national elections • Already had an important position at Facebook

3. **Brilliant messages** are:

- Simple and **short**
- **Solution**-focused
- Practical and reasonable in their **requests**
- **Evidence**-based: include real life stories, facts and statistics
- **Adapted** to the audience in terms of language and content
- **Personal**: They show why you care about the issue



ADAPT AND TEST THEM

Develop test messages using **collective intelligence workshops** and then test them on the people affected by the issue. Make sure the facts and examples are well-founded and collect feedback to improve the messages. Once tested, make sure you have different formats ready:

- 1. A full briefing (internal use) for the active core of advocacy leaders, which includes 5 sections:**
 - What is the problem and how to fix it?
 - Supported evidence and arguments
 - Why is change important?
 - What is being done and can be done to make change happen?
 - What specific actions should be undertaken?
- 2. A short message to get your ideas quickly (in less than a minute) to people who might be interested, which includes:**
 - What is the problem and how to fix it?
 - What do you expect from the person you are speaking to? (example: having a chance to meet and discuss it in more detail)
- 3. Adapted messages to your specific targets.** Find ways to connect their interests to your cause. For example, if your objective is to better include seniors in the digital transition, and if you are speaking to someone who has an interest in the economy, this would give: "a senior who knows how to use digital tools is 6 times more likely to find a job".



TOOL | advocacy message framework

Target	Minister of digital transition
Message subject	In the form of a title
Main statement/idea	- problem summary - proposed solution - importance of creating changes
Evidence/ figures/ facts	Elements supporting the previous statement
Example/life story	Illustrates the statement with a human or personal example
Call to action	What do you want your target to do concretely?
Message form	Through what medium should the message be conveyed and what form is the most impactful?
Spokesperson	Which spokesperson will the target respond to and believe?
Where and when the message can be transmitted	

SURROUND YOURSELF & BUILD ADVOCACY ALLIANCES

Make **collaboration** a priority ! Involve your network, your team and your partners/allies to design common solutions **in order to maximize your impact**

ATTENTION :

- Look for allies who are ready to be **responsible for both positive and negative outcomes!**
- Have a communication **kit** ready to send as soon as an ally joins your cause : “official alliance” announcement, advocacy visuals, main messages, etc.
- If it is an advocacy partner (beyond the alliance), **have clearly allocated responsibilities** (use the tools in the following step)

The rule is simple, the more allies we have, the more we prove that our advocacy is relevant. An **ally** is an actor (individual or association, collective, company, party, etc.) who supports your cause and therefore your advocacy. Unlike a **partner**, it does not get involved in carrying out your advocacy except by publicly stating that it is on your side. **The more actors show their support, the more we are visible and the more we are listened to !** Approaching allies is also a good opportunity to test your messages you developed just before.

So approach as many stakeholders as possible (beyond those identified in the matrix at the end of step 1) : unions, businesses, media, influencers, political figures, associations working on the issue, associations not working on the issue (yes, your advocacy can impact them indirectly !), artists, researchers and laboratories, neighborhood initiatives, citizen groups, **look everywhere !**



STEP #3 PLAN & LAUNCH

DEVELOP A STRATEGY: WHAT TACTICS?

Now that everything is ready, **it's time to take action**. When conducting advocacy, two types of tactics are possible:

1. **“Internal” advocacy** : direct dialogue with the key decision-makers you want to influence, by working with a few partners. In this option, you have an advisory role through face-to-face meetings, high-level conversations (conferences, round tables), even involvement in decision-making, etc.
2. **“External” advocacy**: mobilize maximum support through highly visible activities. These tactics help raise public awareness and put pressure on decision-makers.

All possible tactics are grouped below. Each advocacy strategy (combination of tactics) will be different but **most will include a mix of one or more of these elements**:

- **Lobbying** : directly influence decision-makers
- **Campaign** to mobilize people
- **Media and communications** to promote your cause

Exemples de tactiques par famille :

LOBBYING

> **influence decision-makers to convince them to position themselves in our favour**

- Face-to-face meetings
- Involvement in official decision-making processes including civil society

AWARENESS

> **carry out activities to inform people or decision-makers** about our cause in order to change their perception

- stands
- pleading

COMMUNICATION

> **broadcast content to make your message visible**

- one-off communications: letters to editors, newspaper inserts
- Advocacy on social networks and other media
- Media events (e.g. press conferences)
- Distribution leaflets

EXPERTISE

> **involve actors with academic legitimacy** (researchers, consultants) so that they communicate data supporting our objective

- Reports on alternative solutions and official responses to civilian consultations
- Organization of seminars so that decision-makers listen to experts

MOBILIZATION

> **encourage as many people as possible** to take action (communicate, share, walk, vote, etc.) to support our cause

- Public gatherings or events with high participation (performances, etc.)
- Petitions and letters
- Demonstrations and parades

EXAMPLE 1 : in the frame of an advocacy “for a free and fair access to social networks” following the implementation of a tax on social network users in July 2018 by the Ugandan government, **one tactic would be to mobilize all the experts who have produced analysis on the subject** and to organize an official meeting with decision-makers to highlight the negative repercussions. Taking for example [Juliet Nanfuka's report](#).

EXEMPLE FILE 2 : As part of an advocacy « for digital identification systems that respect human rights », **one tactic could be to write an open letter to the key companies concerned**, as in this [sample co-signed letter](#) by many CSOs in favor of digital rights.

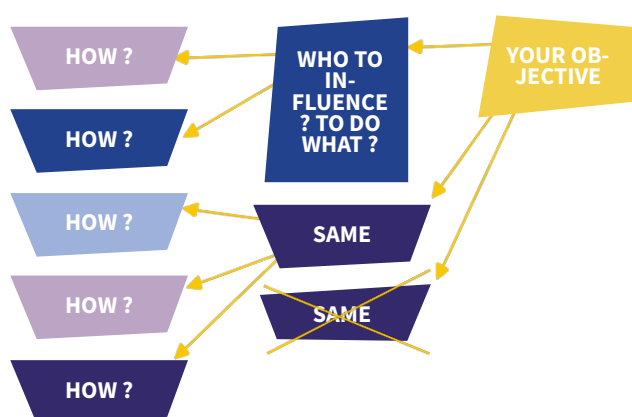
The **right messengers**? 4 tips:

- Choose someone **comfortable with public speaking**, credible and convincing
- Be strategic: select messengers **for different audiences/areas/political levels**, messages have different impact depending on who delivers them
- Prioritize messengers who are **affected by the problem** itself, to give urgency to the subject
- Plan training workshops for new spokespersons **to identify these key messengers** in the group



TOOL | The change map: how to organize your tactics?

How do we move from the current problem to our objective ?



1. Write your **objective** on the right side of a large sheet of paper.
2. **Which actor must directly do what** for this objective to be achieved? Write each answer separately on the left of the objective. Example: need for the municipality to authorize the use of school buildings in the evening to train people excluded from the digital world
3. If any of these answers seem unrealistic to you? **Cross them out**.
4. Now look at the actors you mentioned: **how could you influence them?** Write these ideas in a “how to” form on the left of each answer using the « tactics diagram » above.
5. Continue the process until you have a **detailed map with different paths** representing different suites of tactics to use.
6. In your opinion, which of these paths would be **the most effective and realistic?**
7. You can now move on to the next step to develop a work plan and a timetable

DEVELOP A GENERAL TIMELINE AND AN ACTION PLAN

Now that the tactics and their order are identified, there are only two steps left:

1. **Translate this suite of tactics into a general timeline** : what activities should be planned for the preparation, execution and evaluation phase of the advocacy?
2. Then, **develop an action plan allowing each of these activities to be matched** : targets, roles and responsibilities, partners and resources (budget and associated elements)

When designing this action plan, be sure to identify **sufficient resources for each activity and actions** it involves. This could be information/knowledge, funds or people. Indeed, working in partnership and alliance enables sharing of various resources at each stage of advocacy.

ATTENTION : each advocacy requires a budget, use the practical guide on **how to answer a call for proposals** to develop yours!



TOOL | Advocacy timeline

STEPS	Preparation step			Implementation and monitoring step				Evaluation step		
Activities	Ex : Elaborate the stakeholders map	...	...	Ex : Organize workshop to conceive signs	...	...	...	Ex : Conceive the evaluation form	...	...
Week 1										
Week 2										
Week 3										
Week 4										
Week 5										
Week 6										



TOOL | Work plan

Advocacy objective					
Indicators of success :					
Obstacles/ potential adversaries and potentiels and mitigation measures :					
Activities	Partners involved	Target	Person in charge	Deadline	Needed resources
Activity 1.1					
Activity 1.2 ...					
Activity 2.1					
Activity 2.2 ...					

EXECUTE THE ACTION PLAN

The preparation phase is now behind you, all that remains **is to get started!**

The most crucial question now is **to evaluate when is the best time to do it**. To find out, discuss the following elements with your team and decide:

- Regarding your problematic, is there **a new issue currently identified**? Or an old issue revisited?
- Has a solution been **recently developed**, or known in the politics sphere, but without application?
- Is there a **change of government** or any other political event to come?
- What is the **national mood** (crises, controversies, etc.) ?
- Are the identified threats/constraints of your advocacy currently **being reduced** for x or y reasons?

ATTENTION : remain **flexible** and take advantage of any unexpected opportunities even during the implementation ! Your action plan must remain adaptable, due to the **changing environment** in which you operate.

#CONCLUSION : EVALUATE THE IMPACT !

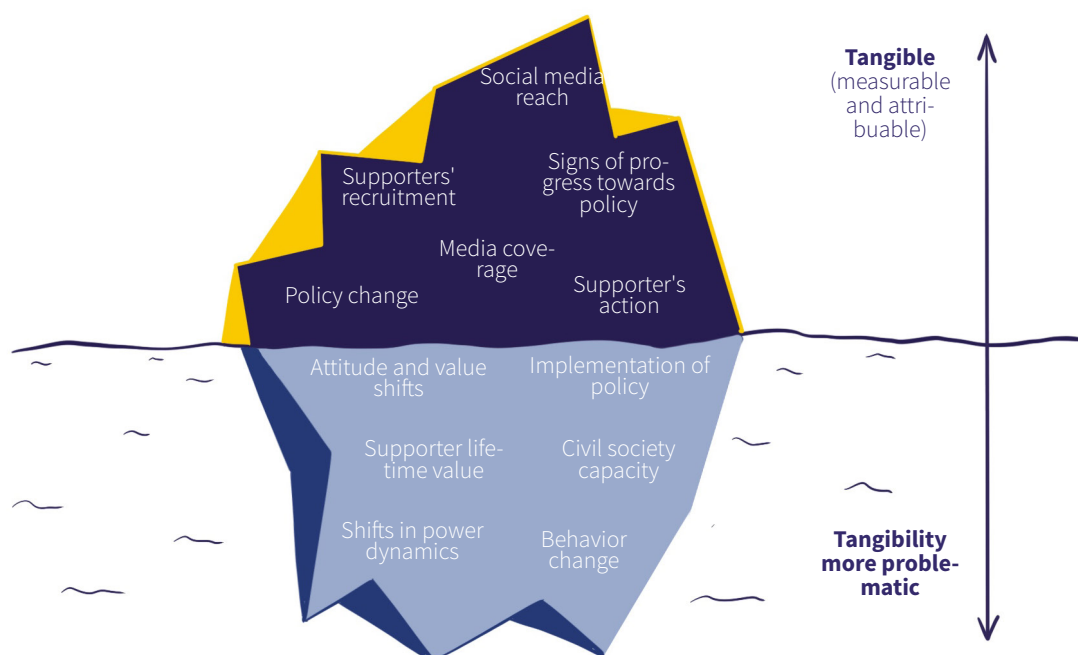
The objective of advocacy is to make a change on a given issue. **Evaluating the impact of your advocacy is therefore crucial** to know to what extent the impact has been real.

MONITORING VS. EVALUATION ? monitoring consists of checking whether the action plan is carried out as planned, with its own indicators (generally on the activities themselves). The evaluation allows us to know whether the objective has been reached: **it focuses on the results.**

Depending on the duration of the advocacy, it is possible to carry out several evaluations: for example, halfway (to correct the plan if necessary) and at the end.

To know what to evaluate, **ask yourself: what does “being successful” mean to you ?** This can encompass many aspects:

1. **“External”** (which relates to the achievement of the objective): the desired changes vs. obtained ones (attitudes, beliefs, behaviors, values, social norms, laws, policies, practices, power relations, access, level of influence, etc.)
2. **“Internals”** (which relate to the advocacy campaign itself): participation and commitment rate, choice of target, clarity of the message, relevance of the strategy, choice of tactics, choice of timing, retrospective on networking (relevance of alliances and partnerships), quality of budgeting, etc.



ARE YOU READY TO ADVOCATE ?

THE CHECKLIST !

Yes

No

The problematic I chose is a specific one

☐
☐

I am perfectly familiar with the decision-making processes on this issue

☐
☐

I have identified and have a good level of knowledge of all the actors related to my problematic

☐
☐

I translated the change I want to see into a SMART objective

☐
☐

I work in a network and have found partners to carry out the plan with me

☐
☐

I know who my targets, my allies and my adversaries are

☐
☐

My message is impactful, succinct and adapted by target

☐
☐

I know when and how to convey it to my targets

☐
☐

I have clear arguments and evidence that I can express concisely

☐
☐

I identified advocacy tactics based on what I know about my targets

☐
☐

The financial and human resources available correspond to my objective and tactics

☐
☐

My action plan clearly identifies the stages of preparation, implementation and evaluation of my advocacy

☐
☐

Each individual or organization carrying out the advocacy knows what to do, when and how

☐
☐

I know the events, major dates and trends related to my issue and I am able to know when to launch my advocacy campaign accordingly.

☐
☐

#TO KNOW ADVOCACY & DIGITAL

HELPFUL FIGURES FOR YOUR ADVOCACY ON THE DIGITAL TRANSITION OF CSOs*

(Civil Society Organisations)

ACCESSIBILITY

90%

of the 1.4 million CSO members of TechSoup still use software hosted on their teams' own computers while

recent studies suggest that within ten years, users will have to move "on the cloud", that is to say with software installed and managed on remote servers. This is problematic because few CSOs have the IT support and resources necessary to migrate to cloud computing.

DIGITAL AUTHORITARIANISM*

8

consecutive years of decline in internet freedom around the world

17

Number of countries that approved or proposed laws that would restrict online media in the name of combating "fake news" and online manipulation in 2020

18

Countries out of the 65 countries assessed have adopted new laws or directives to increase governmental surveillance since June 2017 (often without external and independent counter-power), exposing citizens to increasing persecution in order to have unlimited access to data

26

almost half of them

countries out of the 65 countries assessed have been in overall decline since June 2017 in terms of digital authoritarianism, meaning

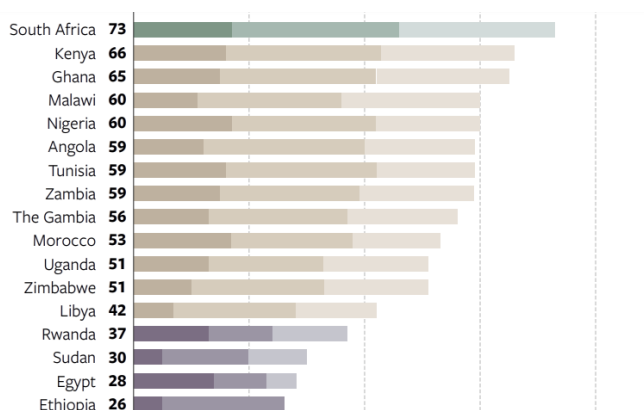
55

freely online (including 41 countries where they have been physically attacked or killed)

In 55 of the 70 countries covered by Freedom on the Net* assessment, citizens face legal repercussions for expressing themselves

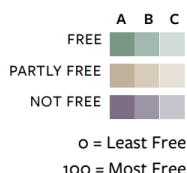
INTERNET FREEDOM IN AFRICA

access obstructed, content limited, user rights violated (by countries)



A. Obstacles to Access
B. Limits on Content
C. Violations of User Rights

*Shahbaz, Funk, Brody, Vesteinsson, Baker, Grothe, Barak, Masinsin, Modi, Sutterlin eds. Freedom on the Net 2023, Freedom House, 2023, freedomofthenet.org.



* OECD report (OECD table 1.1 - The rise of digital authoritarianism in figures)

GO FURTHER ADVOCACY & DIGITAL

LINK TO TEMPLATES AND TOOLS

[Open internet for Democracy Playbook](#) : A very practical guide giving you concrete cases of digital issues and advocacy approaches to tackle them (different tactics proposed):

- How to respond to a problematic government policy in terms of digital rights
- How to fight internet restrictions
- How to build digital resilience in marginalized communities
- How to improve awareness of digital rights
- How to get involved in political debates on internet governance

[Ayeta toolbox](#) on digital rights (Africa) [in french](#) and [in english](#)

EXAMPLE OF DIGITAL ADVOCACY

- Simplified examples of digital advocacy ([Ethiopia](#), [Sénégal](#) and [Nigéria](#)) :
 1. Freedom of expression online
 2. Freedom of information and content censorship
 3. Equal access to the internet
 4. Right to data protection
- Examples of axes of advocacy in terms of digital [in english](#) (The charter of digital rights, EDRi) and [in french](#) (Principes démocratiques for an open internet, Open Internet for Democracy)

TESTIMONIAL ON DIGITAL CHALLENGES IN AFRICA

“As organizations committed to upholding the use of the Internet in support of human rights, social justice and sustainable development, we are concerned about increasing threats to freedom of expression online. Attacks on free speech online take many forms, including internet shutdowns, regressive cyber-crime laws, and the privatization of censorship, among others.”

CIPESA Annual Report, 2018

LEADING ACTORS IN DIGITAL & CIVIL SOCIETY IN AFRICA

[Paradigm initiative](#) (Africa) : International civil society organization aiming to connect African youth to digital opportunities and guarantee digital rights for all. Thanks to its main platform, the [Digital Rights and Inclusion Forum](#) (DRIF), Paradigm Initiative creates a space for dialogue on African digital policies but also to build partnerships between CSOs acting in the field: digital rights, confidentiality, access, digital tools, violations, digital empowerment of underserved communities.

[GovChat](#) (South Africa): South Africa's civic engagement platform connecting citizens and governments.

[Unwanted Witness](#) (Uganda): Civil Society Organization protecting digital rights. It aims to create a safe and secure digital environment for citizens and promote responsible use of technology.

[CIPESA](#) (South Africa): The Collaboration on International ICT Policy for East and Southern Africa (CIPE-SA) aims to influence political decision-making so as to include ICT for the benefit of a good governance, human rights and decent living conditions.

[The Africa Digital Rights Fund](#) (ADRF) offers flexible and rapid grants to select initiatives in Africa aimed at implementing activities that improve digital rights, including advocacy, litigation, research, policy analysis, digital literacy and strengthening digital security skills.

[Afroleadership](#) (Africa, based in Cameroon): Pan-African NGO specializing in citizen engagement, with a significant component dedicated to online human rights

[ASUTIC](#) (Senegal): ASUTIC is a non-profit organization that protects digital rights, promotes the digital economy and ecology. It aims to strengthen democracy using ICT.

[WAICTANET](#) (Africa): CSO aiming to support the digital transition in several African countries so that it stays inclusive and has a positive impact.

[Research ICT Africa](#) (Africa): African think tank working to accelerate economic inclusion and social justice in Africa by undertaking research on digital policy and data governance.

[Techsoup](#) : International NGO which strengthens the digital capacities of civil society, having supported the digital transformation of more than 1.4 million CSOs around the world.