Mobilising, campaigning, and protesting

Protests continue to shape societies, and the movements behind the protests often catalyse change. Protests, mobilising communities, and campaigning are tried and tested forms of advocacy that often work well alongside litigation, prompt litigation, or support litigation. "[T]aking collective action to fight injustice is itself transformative."[43] Many lessons can be learned from the BlackLivesMatter movement around organising, framing issues, and sharing resources. In the context of the criminalisation of sexuality and reproduction, Amnesty International provides guidance on how to empower and enable rights holders through participation, explains the various forms of participation, and suggests different ways in which effective campaigns can be built. Many of these tips can be used when formulating campaigns around digital rights. Existing campaigns such as #keepitreal, which is fighting disinformation, and #keepiton, which is fighting internet shutdowns, are good examples of bringing campaigning and mobilisation into the digital space. ReclaimYourFace is a prominent European movement that is creating awareness around the use of biometric data used to monitor the population and are calling for a ban on biometric mass surveillance across Europe. If you need some more inspiration, take a look at Tactical Tech's Data and Activism resources where you can learn about Activism on Social Media, or read through the Organiser's Activity Book.

Guideline 22: Positive change and impact are best affected through a variety of parallel processes that incorporate different forms of advocacy and activism that work together within an ecosystem, and that have a uniform goal.

Storytelling

The story matters: not only in the way in which it is told in court papers but also in how it is presented to the public. In the context of strategic litigation and broader advocacy strategies, there are many storytellers. There are the clients, the lawyers, the media, the opponents, and the judges. Different stories are likely to emerge depending on who is telling them. Storytellers are an important part of your ecosystem and play a particularly important role in the context of digital rights which are often misunderstood or viewed as abstract or unrelatable. Stories can assist in enhancing people's understanding of digital rights by making them tangible and meaningful.

[43] Amnesty International 'The criminalization of sexuality and reproduction: A campaigning toolkit' (2018) (accessible at https://www.nswp.org/sites/nswp.org/files/body_politics_the_criminalization_of_sexuality_and_reproduction_a_campaigning_toolkit.pdf).