

# REPORTS

## FOLLOW-UP - LOCAL EDUCATIONAL TRAINING WORKSHOPS LTTA III



## Title:

Reports Follow up - 3 days local educational training workshops  
LTTA 3 (Digital tools and online campaigning for active participation in democratic processes)

## Project:

Critical thinking and participation as a foundation of democracy in Europe, funded by the Education, Audiovisual and Culture Executive (EACEA) within the Erasmus+ programme.

## Partners:

Youth Power Germany e.V. (Germany)  
Carousel 8 (Croatia)  
Youth Power / Snaga Mladih (Bosnia and Herzegovina)  
NVO „Glas“ (Montenegro)

## Local community 3 days event:

Podgorica (ME) 10th - 12th April 2023  
Zagreb (HR) 17th – 19th April 2023  
Berlin (DE) 12th – 14th April 2023  
Mostar (BA) 13th – 15th April 2023



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## **CritiDE**

**Critical thinking and participation as a foundation of democracy in Europe**

### **Reports**

**Follow-up (Three days) workshops in the local community  
LT TA 3 “Digital tools and online campaigning for active  
participation in democratic processes”**

Podgorica (ME) 10<sup>th</sup> -12<sup>th</sup> April 2023

Zagreb (HR) 17<sup>th</sup> – 19<sup>th</sup> April 2023

Berlin (DE) 12<sup>th</sup> – 14<sup>th</sup> April 2023

Mostar (BA) 13<sup>th</sup> – 15<sup>th</sup> April 2023



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## Report – Follow-up (three days last) workshops (training) in the local community – LTTA 3 “Active political participation, engagement in democratic processes”

Podgorica, 10th to 12th Apr 2023

Monday, 10th of April

Activity: Types and methods of implementing activism

Format: Presentation + team work activity

Duration: 90 min

Number of participants: 20

Goals:

- To implement short presentation that aims to teach participants about the concept, importance, types and methods of implementing activism.
- To implement a teamwork activity that aims to develop research and presentation skills of participants by internet research in order to create recommendations on good practices.

The activity objectives are:

- To raise awareness about the concept, importance, types and methods of implementing activism.
- To get familiar by world-famous, successful cases of activism
- To improve teamworking, research and presentation skills.
- To improve decision making and policy creation skills.

Introduction

During the first day of the training, participants were informed through presentation about the concept, importance, types and methods of implementing activism.



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After the theoretical part, the participants, within the framework of teamwork (divided in 3 groups) had the opportunity to research world-famous, successful, cases of implementing activism - Black Lives Matter, A white dress doesn't cover the rape and Greta Thundberg's strikes. Getting acquainted with those positive practices, participants, working in their groups, had an opportunity to turn them into recommendations for a use in solving other, similar problems and present it.





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Monday, 10th of April

Activity: Elements of campaign strategy

Format: Presentation + team work activity

Duration: 90 min

Number of participants: 20

Goals:

- To implement short presentation that aims to teach participants about the the concept of the campaign and the elements of its implementation.
- To implement a teamwork activity that aims to develop research, creative and presentation skills of participants by planning of campaigns.

The activity objectives are:

- To raise awareness about the concept of the campaign and the elements of its implementation.
- To improve teamworking, research, creative and presentation skills.
- To plan campaigns step-by step.



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## Introduction

The day continued by informing the participants, through short presentation, with the concept of a campaign and the elements of its implementation.

After the theoretical part, the participants, within the framework of teamwork (divided in 3 groups) had the opportunity to create their own campaigns defining goals, target groups, messages, tactics, resources, timing, partners, stakeholders, relations with the media and methods of conducting evaluation. The session finished with presentation of created campaigns.





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Tuesday, 11th of April

Activity: Forms and tactics of advocacy

Format: Presentation + Role Play activity

Duration: 90 min

Number of participants: 20

Goals:

- To implement short presentation that aims to present to participants forms and tactics of advocacy.
- To implement a role play activity that aims to create a safe space for participants to rehearse their actions and find various opportunities for social transformation which can later be used in real life, in the frame of advocacy.

The activity objectives are:

- To raise awareness about the forms and tactics of advocacy.





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- To rehearse participants actions and find various opportunities for social transformation and advocacy which can later be used in real life.
- To improve creative, acting, understanding, empathy, critical thinking skills.
- To raise awareness of different views on social problems according to different social statuses and affiliations.

## Introduction

The second day of 3 day lasting workshop began with the presentation of the concept of advocacy and its most common forms, tactics, strategies and implementation skills.



After that, the participants had the opportunity to implement the acquired knowledge in a simulation of session of the municipal assembly, representing the views of the profiles of the assigned roles and through voting to show how democracy works.

Participants were given the roles of representatives of certain groups of decision makers, organizations, social groups and citizens and a task, one social problem, which has to be fixed but after providing a space of advocacy into their roles, and making decisions by providing equal conditions for voting.



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Tuesday, 11th of April

Activity: Online campaign and digital tools for campaign implementation

Format: Presentation + Team Work activity

Duration: 90 min

Number of participants: 20

Goals:

- To implement short presentation that aims to present to participants the concept of digital competences, digital tools, their purpose, reasons and method of use.
- To implement a teamwork activity that aims to develop imagination and storytelling skills.

The activity objectives are:

- To raise awareness about the concept of digital competences, digital tools, their purpose and reasons of use
- To teach participants to use some digital tools
- To improve imagination and storytelling skills.

Introduction

In the theoretical part of the session, the participants were introduced to the concept of digital competences, digital tools, their purpose, reasons and methods of use. During this session, participants, using the STORY DICE platform, had the opportunity to develop their imagination and storytelling skills. After that, in groups, they practiced using some of other digital tools, such as Canva, Mentimeter, Kahoot.

Wednesday, 12th of April

Activity: Nonviolent direct action and civil disobedience

Format: Presentation + Role Play activity

Duration: 180 min

Number of participants: 20

Goals:

- To implement short presentation that aims to present to participants the concept of non-violent direct action and civil disobedience, protest implementation activities, police protection strategies and tactics, key roles in protest implementation, tactics for maintaining a non-violent attitude during police aggression and ways of interacting with the police.



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- To implement a role play activity that aims to create a safe space for participants to rehearse their actions and find various opportunities for social transformation which can later be used in real life, in the frame of protesting.

The activity objectives are:

- To raise awareness about the concept of non-violent direct action and civil disobedience, protest implementation activities, police protection strategies and tactics, key roles in protest implementation, tactics for maintaining a non-violent attitude during police aggression and ways of interacting with the police.
- To rehearse participants actions and find various opportunities for social transformation, implementing campaign, non-violent protesting and interaction with a police, which can later be used in real life.
- To improve creative, acting, understanding, empathy, critical thinking skills.
- To raise awareness of different views on social problems according to different social statuses and affiliations.

Introduction

During the last day of the training, participants were informed through presentation with the concept of non-violent direct action and civil disobedience, protest implementation activities, police protection strategies and tactics, key roles in the implementation of protests, tactics for maintaining a non-violent attitude during police aggression and ways of interacting with the police.





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This 3 days lasting workshop ended with a protest simulation activity, in which the participants took on some of the key roles for the implementation of the protest, formed teams, and, in accordance with the acquired knowledge from the workshop, filled out the form for registering a public gathering, provided materials, created banners and a media campaign - Facebook and Instagram post, video, quiz, as well as created strategies for protesting - songs, ways to prevent police penetration. After good preparation, a protest followed - PR answered tricky questions from journalists while the participants of the protest easily removed the members of the inspection, but not the police, who managed to break up the protest, interrogate and send the protest participants to the jail, who were eventually released by a brilliant lawyer detention.





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**Report – Follow-up workshops in the local community – LTTA 3 “Digital tools and online campaigning for active participation in democratic processes”**

**Zagreb, Croatia 17<sup>th</sup> -19<sup>th</sup> April 2023**

**Day 1**

**Session: Getting to know each other**

Duration: 30 min

Number of participants: 20

Objectives:

- to get to know each other better to function as a group in the next three days
- to get comfortable and open with the group

Step by step:

1. Welcoming

Facilitators greeted everybody and introduced themselves. They briefly presented the project CritiDe and why we are here.

2. The story of my name

Participants go in a circle and say their name and story about their name, what it means or how they got this name and similar.

3. Presentation of the programme

Facilitators present the programme for the three days and topics that will be covered.

4. Expectations

Participants go in a circle and share their motivation to participate in these workshops and what they expect from them.

**Session: Online advocacy campaign**

Duration: 90 min

Number of participants: 20

Objectives:

- To understand the essential elements of a successful online advocacy campaign
- To identify and differentiate between the three types of campaigns commonly used in civic movements

Step by step:

1. Aspects of a successful online advocacy campaign – input by facilitators

These four elements:

- information,
- design,

- technologies and
- networks

are four elements that should be considered in every visual campaign. Whether we are presenting a narrative of genocide, inviting reflection on freedom of expression or documenting police violence, the quality of each of these elements will determine the effectiveness and reach of our campaign. It's important to learn to combine these factors: to know how best to use the available technology, in order to deliver the necessary information in its appropriate form or design, to the relevant networks of people. This combination will determine the communicative power of the images we create and, ultimately, the effectiveness of our campaigns. Of course, this is not a science but an art. Nonetheless, it is possible both to learn the techniques and to become more sensitive to what works and what doesn't.

## 2. Types of campaigns

Participants divided into three groups explored and shared what are the three types of campaigns.

There are 3 types of campaigns used by the civic movement:

- Urgent action or action alert campaigns: these campaigns call for urgent attention in specific areas. An organisation asks supporters or like-minded people to influence public policy by writing a letter to the government, a company, an official or other important individuals.
- Advocacy campaigns or campaigns for institutional change: these campaigns try to persuade larger institutions (e.g. governments, municipal officials, companies) to make a harmful or unfair situation better by changing legislation or their way of practice.
- Campaigns for behaviour change: these campaigns are aimed at changing habits of people.

## 3. Examples of good practice

Participants in groups searched and presented examples of campaigns that had the impact of being visually attractive to them. In the second part of the exercise, participants listed elements of these campaigns that made them successful.

## Day 2

### **Session: Developing online campaigns**

Duration: 120 min

Number of participants: 20

Objectives:

- To gain insights into the step-by-step process of developing an effective online campaign aimed at encouraging active participation in democratic processes by young people
- To get to know tools for monitoring and evaluation online campaigns

Step by step:

## 1. Steps to develop an online campaign - input by facilitators

Developing an online campaign to encourage active participation in democratic processes by young people requires a strategic and engaging approach. Here's a step-by-step guide to help NGOs create an effective campaign:

- **Define Goals and Objectives:**

Clearly outline the goals of your campaign. Do you want to increase voter registration, raise awareness about specific issues, or encourage participation in local community events? Define your objectives to guide your strategy.

- **Know Your Audience:**

Understand the demographics and interests of your target audience. Tailor your message to resonate with young people, considering their preferences, concerns, and communication habits.

- **Create Compelling Content:**

Develop engaging and shareable content. This can include videos, infographics, memes, blog posts, and interactive quizzes. Use a variety of formats to cater to different preferences.

- **Utilise social media:**

Leverage popular social media platforms like Instagram, Twitter, Facebook, and TikTok to reach your audience. Use hashtags, interactive polls, and challenges to encourage participation.

- **Collaborate with Influencers:**

Partner with influencers or well-known figures who align with your cause. Their endorsement can help amplify your message and increase credibility.

- **Educational Campaigns:**

Provide easily digestible information about democratic processes, voting procedures, and the importance of civic engagement. Break down complex topics into simple, actionable steps.

- **Gamification:**

Introduce gamified elements to make the campaign more interactive and enjoyable. This could include quizzes, challenges, and competitions that reward participants' involvement.

- **Online Workshops and Webinars:**

Host virtual workshops or webinars to educate young people on civic responsibilities, the democratic system, and how they can actively participate. Encourage questions and discussions during these sessions.

- **User-Generated Content:**

Encourage supporters to create and share their content related to the campaign. User-generated content can increase reach and authenticity.

- **Call-to-Action (CTA):**

Clearly define what you want participants to do. Whether it's registering to vote, attending an event, or sharing campaign material, include a strong and actionable CTA in your content.

- **Website and Landing Pages:**

Create a dedicated campaign website or landing page where participants can find more information, resources, and tools to get involved. Ensure it is mobile-friendly.

- **Email Campaigns:**

Build an email list to inform supporters about campaign updates, events, and important deadlines. Personalise your messages to maintain engagement.

- **Monitoring and Analytics:**

Use analytics tools to track the performance of your campaign. Monitor engagement, reach,



and the effectiveness of different content types. Adjust your strategy based on the data.

- Partnerships and Alliances:

Collaborate with other NGOs, community organisations, or educational institutions to broaden

your campaign's impact. Joint efforts can reach a larger audience.

- Feedback Mechanism:

Establish a feedback mechanism to gather input from participants. This can help you understand what works well and what can be improved for future campaigns.

Remember to adapt your strategy based on the evolving online landscape and the feedback you receive from your target audience. Keep the campaign inclusive, diverse, and focused on empowering young people to participate in democratic processes actively.

## 2. Brainstorming for developing an online campaign

Going through the steps for developing the online campaign, participants are divided into 5 groups, go through the steps and practise developing the campaign. They brainstorm about the topic and develop goals, audience and other campaign elements.

After presentations, participants and facilitators give feedback.

## 3. Overview of the tools for evaluation and monitoring

The facilitator continues with an overview of what is “there” and what online tools can be used for quality check, monitoring and evaluation of the digital campaign results and each time opens a link for a short presentation of a tool. If participants are familiar with a tool presented, the facilitator asks them to explain it to the group and just adds a comment. Presentation is enriched with a number of practical examples from the facilitators side.

- Google Webmaster (Google Search Console) – [webmaster.google.com](https://www.google.com/webmasters/)

([https://www.google.com/webmasters/#?modal\\_active=none](https://www.google.com/webmasters/#?modal_active=none)) – Track your site's search performance with Google Search Console and browse around for more webmaster resources.

- Bing webmaster – <https://www.bing.com/toolbox/webmaster>

a) Dashboard – Leverage your dashboard for the sites you manage. Get a summary view of how well your site is performing and identify what needs emphasis.

b) Reporting Tools – Understanding what leads people to your site can help you understand what to focus on to increase traffic. Our detailed reports help you with this.

c) Diagnostic Tools – Our diagnostic and research tools give you information on what people are searching for and what areas to expand on next.

- Google Postmaster – <https://postmaster.google.com/> – Be a better sender: Use Postmaster

Tools to analyse your email performance, and help Gmail route your messages to the right place.

- Google for non-profits – <https://www.google.com/nonprofits/>:

a) G Suite for Non-profits – Help your non-profit collaborate more effectively with smart, secure business apps like Gmail, Docs, Calendar, Drive, and Hangouts Meet, so you can focus on what matters.

b) Google Ad Grants – Attract donors, raise awareness for your organisation, and recruit volunteers with in-kind advertising on Google Search.

c) YouTube Non-profit Program – Your stories can reach a global audience and amplify your

cause.

d) Google Earth and Maps – Develop compelling data visualisations to track and share your organisation’s impact. Plus, use Google Maps Platform to help people locate community programs and resources closest to them.

e) Google donation tools – Share your fundraising efforts in more places online and connect with new supporters and donors.

- Microsoft for non-profits – <https://www.microsoft.com/en-us/nonprofits> – various solutions and tools for IT specialists and organisations’ IT needs
- TechSoup – <https://www.techsoup.org/> – TechSoup equips changemakers with transformative technology solutions and skills they need to improve lives globally and locally.

### **Day 3**

#### **Session: E-participation and E-democracy**

Duration: 60 min

Number of participants: 20

Objectives:

- To explore and understand the terms e-participation and e-democracy
- To explore existing examples for e-participation and e-democracy

#### Step by step:

##### 1. Defining e-participation and e-democracy

Participants were divided into four groups, which needed to find a few definitions of e-participation and e-democracy, and two other groups needed to find examples for them in Croatia and Europe.

##### 2. Presentation and discussion

Participants present their work, and facilitators lead the discussion:

- Have these terms been known to you?
- Do you understand them better now?
- Did you know about the examples from Croatia?
- What are the positive and negative sides of the mentioned tools?
- Will you use the tools in the future?

#### **Session: Free digital tools for democracy activism**

Duration: 30 min

Number of participants: 20

Objectives:

- To get to know about free digital tools that can be used for online campaigns and digital activism

### Step by step:

1. Free digital tools for democracy activism – examples and how to use them

The facilitators gives an overview about what is “there”, what online tools can be used for digital marketing and each time opens a link for short presentation of a tool. If participants are familiar with a tool presented, facilitators asks them to explain it to the group and just adds a comment.

- LATERGRAMME (LATER!) – Instagram publishing and scheduling tool - <https://later.com/>
- BUFFER - Save time managing your social media. Schedule, publish and analyse all your posts in one place – <http://buffer.com>
- PABLO 2.0 BY BUFFER - Social Media Images Made Simple - <https://buffer.com/Pablo>
- Infogr.am - Charts & Infographics the Easy Way | Create and publish beautiful visualizations of your data. Interactive, responsive and engaging. - <https://infogr.am/>
- BIT.LY – URL shortener and track click analytics - <https://bitly.com/>
- MENTIONS - Mention is a handy tool that lets you monitor keywords across various sites. You can ask Mention to track references to your brand name or other specific keywords, and it will populate a feed with mentions from the web. - <https://en.mention.com/>
- IFTTT - This automation tool lets you link up your various social tools and channels in extraordinary ways. These automation connections, dubbed “recipes,” allow for an infinite number of combinations - have your Pinterest posts automatically update onto your Twitter feed, let your Instagram pics get scheduled in Buffer. With endless possibilities, it’s best if you go check it out for yourself! - <https://ifttt.com/>
- PIXABAY - Pixabay is an awesome spot for finding free quality photos for commercial use that don’t need attribution. - <http://pixabay.com/en/>

### **Session: Evaluation of the workshops**

Duration: 30 min

Number of participants: 20

Objectives:

- To conclude and evaluate the workshop

### Step by step:

1. Oral evaluation by using Dixit cards

The facilitators invite the group for the last sharing in the plenary. This will be done by using Dixit cards. The facilitator spreads Dixit cards on the floor and asks participants to take one card that they consider represents the best of them and their impressions during these workshops, what they have learned, how the sessions were organised, and similar. When all participants take the chosen cards, they share their impressions individually.

2. Visual evaluation form: Pizza evaluation

Visual evaluation form by using pizza shape drawn on the big flipchart paper to evaluate different aspects of the activity.

3. For the future

One flipchart is on the wall, and participants are asked to write down what they would like to explore and learn more.

4. Official closure of the educational activity

Final words by facilitators in the plenary and a big group hug at the end.

## Report – Follow-up workshops in the local community – LTTA 3 “Digital tools and online campaigning for active participation in democratic processes”

Berlin 12th - 14th April 2023

### Day 1: Digital Tools and Online Campaigns

**Format: Presentation + Teamwork Activity**

**Duration: 120 min**

**Number of Participants: 20**

**Objective:** To introduce participants to a variety of digital tools and strategies for designing and implementing effective online campaigns.

#### Goals:

- **Understand the Digital Campaigning:** Participants will gain insights into the current digital environment and how it can be harnessed for democratic engagement.
- **Identify Key Digital Tools:** Learn about various digital tools and platforms that can be used for online campaigning, including social media, email marketing, content creation tools, and data analysis software.
- **Design an Online Campaign:** Develop the skills to conceptualize and design an effective online campaign strategy that aligns with democratic participation goals.
- **Engagement Techniques:** learn techniques for engaging and expanding online audiences, including content personalization, interactive elements, and call-to-action strategies.
- **Measure Impact:** Introduction to tools and methodologies for measuring the impact and reach of online campaigns, including analytics and feedback mechanisms.

#### Sessions:

##### 1 - Types of Online/Digital Campaigns

- ***Awareness and Advocacy Campaigns***

These campaigns aim to educate the public about democratic values, rights, and responsibilities. They often focus on raising awareness about specific issues, such as voting rights, free speech, or the importance of civic engagement. Advocacy campaigns may also push for policy changes or reforms to democratic processes.

- ***Voter Mobilization Campaigns***

Aimed at increasing voter turnout, these campaigns use online platforms to inform citizens about voting procedures, polling locations, and the importance of participating in elections.

- ***Social Media Campaigns***

Leveraging platforms like Twitter, Facebook, Instagram, and TikTok, these campaigns engage users through hashtags, viral videos, and shareable content. They aim to spread messages

quickly, mobilize supporters, and generate public discourse around democratic practices and challenges.

- ***Information and Disinformation Campaigns***

While information campaigns aim to educate the public on democratic processes and critical issues, disinformation campaigns represent a darker side, spreading false information to manipulate public opinion or undermine democratic institutions. Countering disinformation with fact-checking and credible information dissemination becomes a critical democratic campaign in itself.

- ***Educational Campaigns***

These campaigns are designed to inform and educate the public about the history of democracy, democratic institutions, the electoral process, and the importance of active citizenship. They often utilize interactive online modules, webinars, and educational resources.

## **2- Digital tools and platforms for Online campaigns**

- **Social Media Platforms**

Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube and Reddit

- **Content Creation Tools**

Canva and Adobe Creative Cloud

- **Email Marketing Platforms**

Mailchimp, Sendinblue and Constant Contact.

- **Website Builders**

Wix, Squarespace and WordPress

- **Online Petition Platforms**

Change.org and Avaaz

## **3- Designing an online campaign**

- insights, feedback, structure, message.

Interactive presentations on successful online campaigns, hands-on tutorials on digital tools, and workshops for designing campaign proposals. Participants engaged in practical exercises, applying their new skills to conceptualize campaigns that advocate for democratic participation.

## **Evaluation**

The day concluded with an evaluation session where participants reflected on their learning, shared feedback, and discussed the application of the day's insights to their own contexts. This reflection period helped solidify the day's lessons and encouraged personal investment in the workshop's objectives.

## Day 2: E-Democracy

**Format:** Presentation + Teamwork Activity

**Duration:** 120 min

**Number of Participants:** 20

**Objective:** To explore the concept of e-democracy and how digital platforms can facilitate more direct participation in democratic processes.

### Goals and Activities

- Explore E-Democracy Concepts: Deepen understanding of e-democracy, including its scope, significance, and how it transforms traditional democratic participation.
- Technology Platforms for E-Democracy: Discover and evaluate various technology platforms that facilitate e-democracy, such as e-voting systems, online discussion forums, and participatory budgeting tools.
- Challenges and Solutions: Identify common challenges to implementing e-democracy initiatives (e.g., digital divide, security concerns) and discuss potential solutions.
- Case Studies Analysis: Analyze case studies of successful e-democracy projects to extract lessons learned and best practices.
- Develop an E-Democracy Initiative: Participants will conceptualize their own e-democracy initiative, considering their specific context and the needs of their target community.

#### session 1: Introduction to E-Democracy

- A presentation on the evolution of e-democracy, defining key terms and exploring how digital technologies have opened new avenues for civic engagement and participation. This introduction sets the stage for a deeper dive into the subject.

#### *Exploring Technology Platforms for E-Democracy*

- Breakout groups explore various technology platforms that support e-democracy initiatives, such as e-voting systems, online discussion forums, and participatory budgeting tools. Each group is tasked with researching one platform, discussing its features, benefits, and potential drawbacks. The session concludes with each group presenting their findings to foster a comprehensive understanding of the technological landscape.

#### *Challenges and Solutions Brainstorming*

- A facilitated roundtable discussion focusing on the challenges of implementing e-democracy initiatives, such as the digital divide, security concerns, and ensuring

equitable access. Participants share experiences and insights, working collaboratively to identify possible solutions and best practices to overcome these challenges.

## **Session 2: Application and Innovation in E-Democracy**

**Objective:** To apply the concepts and knowledge gained from the first session by analyzing case studies of successful e-democracy projects and developing personalized e-democracy initiatives.

### ***Case Studies Analysis***

- Participants are divided into small groups, with each group assigned a case study of a successful e-democracy project. These case studies cover a range of initiatives, from local participatory budgeting exercises to national e-voting implementations. Groups analyze their case studies, focusing on objectives, implementation strategies, challenges faced, and outcomes. Each group then presents their analysis, highlighting lessons learned and best practices that can be applied more broadly.

### ***Developing Your E-Democracy Initiative***

- Building on the insights gained throughout the workshop, participants are tasked with conceptualizing their own e-democracy initiative. This activity involves identifying a specific issue or opportunity within their community or context that could be addressed through e-democracy. Participants outline their initiative, considering the choice of technology platform, engagement strategies, anticipated challenges, and the impact on enhancing democratic participation.

### **Final Presentation and Feedback Session**

- Participants present their e-democracy initiative proposals to the group, receiving constructive feedback from peers and facilitators. This session not only allows for the sharing of innovative ideas but also fosters a collaborative learning environment where feedback is used to refine and improve each initiative.

### **Conclusion**

The wrap-up of the e-democracy workshop sessions underscored the transformative learning experience participants underwent. From foundational knowledge-building to the practical design of e-democracy initiatives, the workshops not only equipped attendees with a nuanced understanding of digital democracy but also empowered them to contribute actively to its evolution and implementation within their communities.



### Day 3: Social Media and Online Platforms for Active Participation in Democracy

**Format:** Presentation + Teamwork Activity

**Duration:** 120 min

**Number of Participants:** 20

**Objective:** To delve into the role of social media and online platforms in mobilizing for democratic participation and shaping public opinion.

Goals:

- **Strategic Use of Social Media:** Learn how to strategically use social media platforms for promoting democratic engagement, including platform selection and content strategy.
- **Content Creation Skills:** Enhance skills in creating compelling and engaging content tailored for social media, focusing on storytelling, visual content, and interactive formats.
- **Building and Managing Online Communities:** Gain insights into building and managing online communities that support democratic processes, including moderation strategies and fostering positive engagement.
- **Digital Advocacy Techniques:** Explore advanced techniques for digital advocacy, such as influencer partnerships, hashtag campaigns, and viral marketing strategies for democratic causes.
- **Digital Security and Ethics:** Understand the importance of digital security and ethical considerations in online democratic participation, including data protection, privacy, and combating misinformation in Germany.

The workshop incorporated a blend of methodologies across the three days to add different learning preferences and maximize engagement:

**Presentations** to provide foundational knowledge and showcase examples of best practices.

**Interactive Sessions** to allow participants to apply what they've learned in practical, real-world contexts.

**Group Discussions** to facilitate the exchange of ideas and experiences among participants.

**Hands-On Workshops** for participants to develop their own digital campaigns, social media strategies, and e-democracy initiatives.

Participants

The workshop targeted a diverse group of attendees, NGO representatives, students, and individuals interested in using digital platforms for democratic engagement. A total of 20 participants attended each day, bringing a wide range of perspectives and experiences to the discussions.

## Outcomes

- **Increased Knowledge:** Participants gained a deeper understanding of the digital tools available for democratic engagement and how to apply these tools effectively.
- **Skills Development:** Attendees developed practical skills in campaign planning, social media strategy, and understanding the mechanisms of e-democracy.
- **Action Plans:** Each participant left the workshop with a personalized action plan for implementing digital strategies within their communities to promote democratic participation.
- **Network Building:** The workshop facilitated the creation of a network of individuals committed to using digital platforms for democratic engagement, providing a foundation for future collaboration.

## Conclusion

The workshop on Digital Tools and Online Campaigns for Active Participation in Democratic Processes successfully achieved its objectives, empowering participants with the knowledge and skills to use digital platforms for enhancing democratic engagement. The outcomes of this workshop promise a great effect, with participants equipped to foster greater democratic participation within their communities

# **Report – Follow-up workshops in the local community – LTTA 3 “Digital tools and online campaigning for active participation in democratic processes”**

**Mostar, 13.04.2023 – 15.04.2023**

## **Thursday, 13.04.2023**

Activity: Introduction to Digital Tools for Civic Engagement

Format: Presentation + Teamwork Activity

Duration: 120 min

Number of Participants: 20

### Goals:

1. Empower participants with the knowledge of how digital tools can amplify their voices and enhance their impact on democratic processes in Bosnia and Herzegovina.
2. Equip participants with practical skills for utilizing social media platforms, online forums, and mobile applications to advocate for their rights and engage in civic activities.
3. To foster a collaborative environment where participants can brainstorm innovative strategies for leveraging digital tools to address societal issues and promote positive change.

### Activity Objectives:

1. Participants will gain an understanding of the specific digital tools available for civic engagement in Bosnia and Herzegovina, including their functionalities and potential applications.
2. Participants will learn how to effectively utilize social media platforms, online forums, and mobile applications to raise awareness about important social and political issues and mobilize support for causes they care about.
3. Through group discussions and hands-on activities, participants will develop action plans for utilizing digital tools in their own advocacy campaigns or community initiatives, tailored to the context of Bosnia and Herzegovina.

## Introductions:

In today's session, we're diving deep into the digital realm to explore how technology can serve as a catalyst for positive change in Bosnia and Herzegovina's democratic landscape. Beyond just scrolling through feeds and liking posts, we're here to unlock the true potential of social media, online forums, and mobile apps as tools for civic empowerment. Over the next two hours, we'll embark on an interactive journey to discover how these digital platforms can amplify your voices, connect you with like-minded individuals, and drive tangible impact on pressing societal issues. Get ready to roll up your sleeves, brainstorm creative strategies, and harness the power of digital activism to shape the future of our democracy!

**Thursday, 13.04.2023**

Activity: Social Media for Political Activism

Format: Presentation + Teamwork Activity

Duration: 120 min

Number of Participants: 20

Goals:

1. Equip participants with the knowledge and tools necessary to effectively use social media platforms for political activism, focusing on the unique social and political landscape of Bosnia and Herzegovina.
2. Teach participants how to create engaging and persuasive content tailored to the Bosnian audience, and strategies for disseminating this content to maximize visibility and impact.
3. Develop participants' skills in building and nurturing online communities that support political causes, including techniques for fostering interaction, dialogue, and mobilization among community members.
4. Provide insights into the algorithms of major social media platforms and teach strategies to leverage these algorithms for greater reach and influence of political messages within the context of Bosnia and Herzegovina's social media landscape.

Activity Objectives:

1. By the end of the workshop, participants will have developed practical skills in crafting and disseminating compelling social media content, managing online communities, and leveraging platform algorithms to support political activism.
2. Participants will learn how to develop and implement strategic online campaigns that effectively communicate their political messages and engage with the target audience in Bosnia and Herzegovina.

## Introductions:

Our focus will be on practical strategies and hands-on activities that will equip you with the skills needed to navigate the digital landscape effectively. You'll learn how to craft messages that resonate with your audience, build communities around shared political goals, and understand the algorithms that dictate what gets seen and shared. Given the unique political and social context of Bosnia and Herzegovina, our approach will be tailored to address the specific challenges and opportunities activists face in the country. We'll explore case studies that highlight successful online campaigns and dissect what made them work. This workshop is interactive, combining presentations with teamwork activities. You'll have the opportunity to apply what you learn in real-time, working in teams to develop your own social media campaign strategies. Our goal is not just to inform but to inspire action. By the end of this workshop, you'll be equipped with the knowledge and tools to use social media not just as a platform for discourse but as a catalyst for political change. We encourage openness, sharing of experiences, and respectful debate. Your insights and experiences are invaluable to this workshop, and we look forward to learning together how we can make a meaningful impact through social media activism in Bosnia and Herzegovina.

**Friday, 14.04.2023**

Activity: Online Campaigning and Mobilization

Format: Presentation + Teamwork Activity

Duration: 240 min

Number of Participants: 20

Goals:

1. To equip participants with essential knowledge and skills in planning and executing effective online campaigns for social and political change in Bosnia and Herzegovina.
2. To empower participants with the tools and strategies needed to mobilize grassroots support and engage online communities in advocacy efforts.

Activity Objectives:

1. Participants will learn the principles of campaign planning, including setting clear goals, identifying target audiences, and crafting persuasive messages tailored for digital platforms.
2. Participants will explore techniques for analyzing target audiences' preferences, behaviors, and interests to develop targeted and impactful online campaigns.
3. Participants will understand the importance of integrating offline and online activities to create synergy and maximize the impact of advocacy efforts.
4. Participants will engage in hands-on group activities and simulations to apply their knowledge and skills in designing and executing online campaigns for social and political change.

Introductions:

We're diving into the exciting world of digital advocacy and grassroots mobilization, where every click, like, and share can make a difference. In Bosnia and Herzegovina, the internet has become a powerful platform for driving social and political change, enabling activists to reach wider audiences and mobilize support like never before. Over the next two hours, we'll explore the key principles of online campaigning, from strategic planning to message framing, and learn how to leverage digital tools to amplify our voices and advance our causes. By the end of this workshop, you'll be equipped with the knowledge and skills needed to design and execute effective online campaigns that inspire action and drive real change in our communities. So let's roll up our sleeves, get creative, and harness the power of digital activism to make a positive impact in Bosnia and Herzegovina!

**Saturday, 15.04.2023**

Activity: Digital Advocacy and Policy Influence

Format: Presentation + Teamwork Activity

Duration: 120 min

Number of Participants: 20

Goals:

1. To provide participants with a comprehensive understanding of how to utilize digital tools for advocacy and influencing public policy in Bosnia and Herzegovina.
2. To empower participants with the skills and knowledge necessary to conduct effective online research, draft compelling policy briefs, and engage policymakers through digital channels.
3. To foster discussions on ethical considerations and best practices for engaging in digital advocacy campaigns, ensuring participants are equipped to advocate for policy change responsibly.
4. To inspire participants to apply their newfound knowledge and skills to advocate for meaningful policy change using digital platforms in their respective communities.

Activity Objectives:

1. Participants will learn techniques for conducting thorough online research to gather information and evidence in support of their advocacy efforts.
2. Participants will develop skills in drafting concise and persuasive policy briefs tailored for digital dissemination, effectively communicating their advocacy messages to policymakers and the public.
3. Participants will explore various digital channels and platforms for engaging with policymakers, including social media, email campaigns, and online petitions, learning how to effectively leverage these tools for advocacy.
4. Participants will engage in group activities and discussions to analyze case studies, ethical dilemmas, and real-world examples of digital advocacy campaigns, gaining insights into best practices and pitfalls to avoid.



## Introductions:

In Bosnia and Herzegovina, digital tools have revolutionized the way we advocate for policy change, providing unprecedented opportunities to engage policymakers and influence public opinion. Over the next two hours, we'll explore the strategies and techniques for conducting effective online research, drafting compelling policy briefs, and engaging policymakers through digital channels. We'll also delve into the ethical considerations and best practices for digital advocacy, ensuring that our efforts are responsible, ethical, and impactful. By the end of this session, you'll be equipped with the knowledge and skills to advocate for policy change effectively using digital platforms, empowering you to drive meaningful change in our communities and beyond. So let's embark on this journey together, harnessing the power of digital advocacy to shape a brighter future for Bosnia and Herzegovina!

**Saturday, 15.04.2023**

Activity: Building Digital Campaign Strategies for Electoral Participation

Format: Presentation + Teamwork Activity

Duration: 120 min

Number of Participants: 20

Goals:

1. To equip participants with the knowledge and skills necessary to develop comprehensive digital campaign strategies aimed at increasing electoral participation in Bosnia and Herzegovina.
2. To provide participants with insights into voter targeting, message segmentation, and online voter registration drives, enabling them to effectively reach and engage with diverse voter demographics.
3. To explore the use of data analytics and digital advertising tools to optimize campaign performance and track key performance indicators, ensuring that digital campaigns are strategic, data-driven, and results-oriented.

Activity Objectives:

1. Participants will learn techniques for voter targeting and message segmentation, enabling them to tailor campaign messages and outreach efforts to specific voter demographics and interests.
2. Participants will explore strategies for conducting online voter registration drives, leveraging digital platforms to facilitate voter registration and increase voter turnout among youth and other underrepresented groups.
3. Participants will gain practical experience in using data analytics tools to analyze voter data, identify trends, and measure the effectiveness of digital campaign strategies, empowering them to make data-driven decisions to optimize campaign performance.
4. Through group discussions and case studies, participants will collaborate to develop tailored digital campaign strategies, applying the concepts and techniques learned during the workshop to mobilize voters and increase electoral participation in their communities.

## Introductions:

We're about to immerse ourselves in the realm of digital campaigning, where innovation intersects with democracy. In Bosnia and Herzegovina, the landscape of political campaigns has been revolutionized by digital tools, offering unprecedented avenues to connect with voters and garner support. Over the next two hours, we'll delve into the essential components of crafting effective digital campaign strategies for electoral engagement. From targeting specific voter demographics and tailoring messages to conducting online voter registration initiatives and leveraging data analytics, we'll explore every aspect. By the conclusion of this session, you'll possess the knowledge and skills necessary to develop customized digital campaign strategies that resonate with voters and encourage electoral participation. Let's roll up our sleeves and dive into the dynamic realm of digital campaigning, as we collaborate to cultivate a more engaged and participatory democracy in Bosnia and Herzegovina!

Based on the evaluations completed by participants, those who attended the three-day workshops expressed the following positive outcomes:

- Enhanced their comprehension across various subjects, including media literacy and media reality.
- Developed proficiency in rhetoric skills, particularly in communicating within the context of media.
- Expanded their social circles through the establishment of new friendships and professional networks.
- Heightened their understanding of the importance of media literacy and the role of media as a primary source of information.
- Felt empowered to articulate their creativity and ideas, especially during discussions related to media.
- Obtained valuable experiences, which enhanced their overall learning journey and deepened their grasp of media-related concepts.