

**TACTICAL  
TECH**

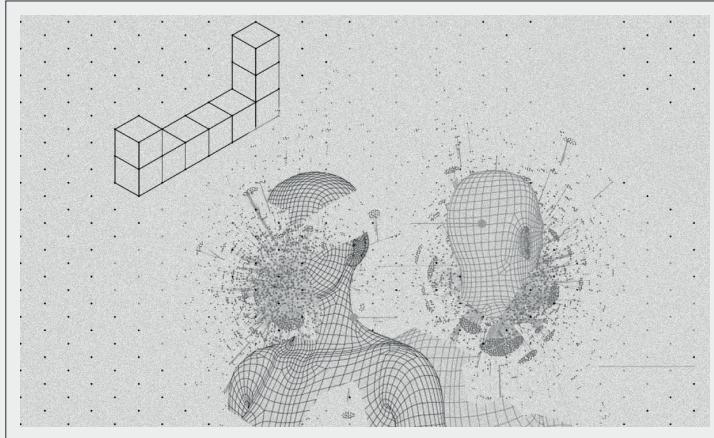
# ANNUAL REPORT 2021

*Making sense of the digital*

# THE HEART OF OUR WORK:

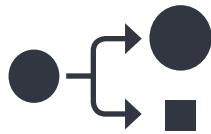
## EMPOWERING ORGANISATIONS WORLDWIDE TO BUILD A SUSTAINABLE DIGITAL FUTURE

Today, more than ever, we need to reflect on our relationship with digital technologies. How do they impact the way we get informed and make decisions? How can we, as a society, mitigate the side-effects of an increasingly data-driven world?



Collaborating with **over 150 partners in more than 58 countries**, Tactical Tech designs and co-develops creative and forward-looking interventions, exhibitions, events and educational resources that invite people to think about how technology influences their lives and changes the world they live in.

## HOW DO WE DO IT?



Our award-winning resources and interventions are scalable, localisable and can be developed and adapted to the specific goals and the needs of our partners.



We pioneer research into the different ways in which digital technologies impact society.

## OUR GOAL: PROMOTING SUSTAINABLE DIGITAL TRANSFORMATIONS

Tactical Tech works towards an empowered society that enjoys technology's opportunities while mitigating its social, ethical, political and environmental effects. To ensure lasting transformations, we empower local structures so they can effectively take up challenges within their contexts. These collaborations strengthen our partners' capabilities and enable us to continuously learn from them to improve our interventions.

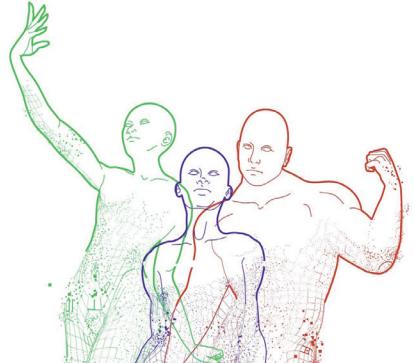
## WE WORK TOGETHER WITH A COMMUNITY OF:



# CHANGING THE CONVERSATION

Tactical Tech created initiatives and interventions that **changed the conversations** around the challenges created by digital technologies and possible mitigation alternatives.

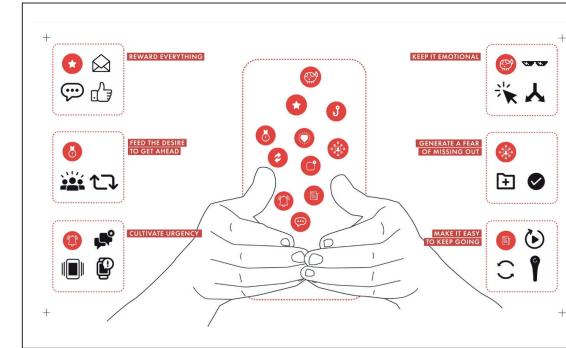
## OUR PROJECTS



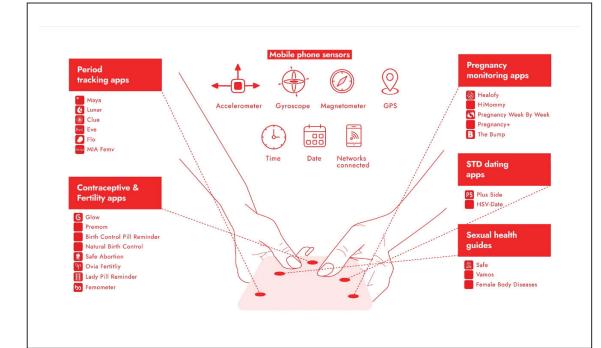
**“THE GLASS ROOM”:  
RESPONDING TO MISINFORMATION**

“The Glass Room” project collaborated with trusted international partners to engage their communities in the topic of misinformation through interactive exhibitions and resources.

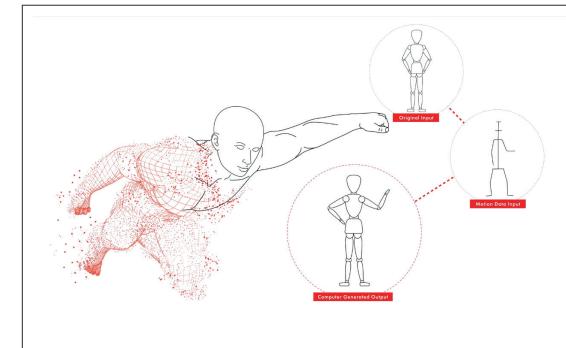
## 6 Easy Steps



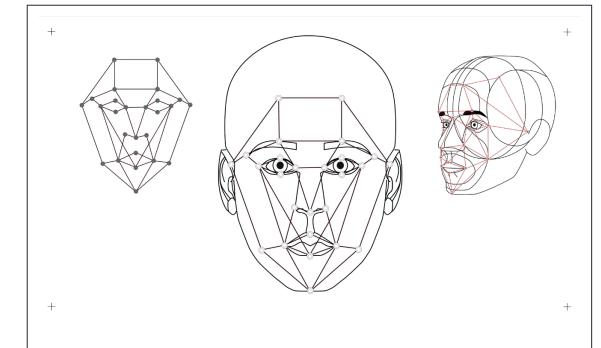
## The Many Hands on Your Intimate Data



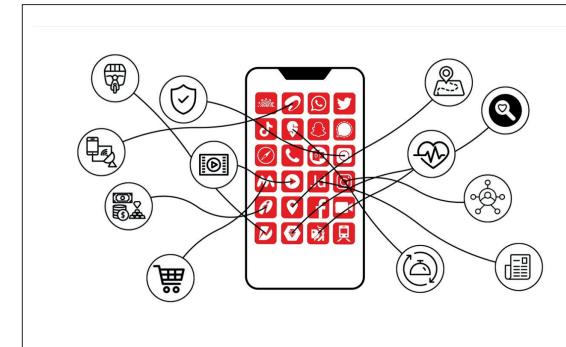
## Deep Future



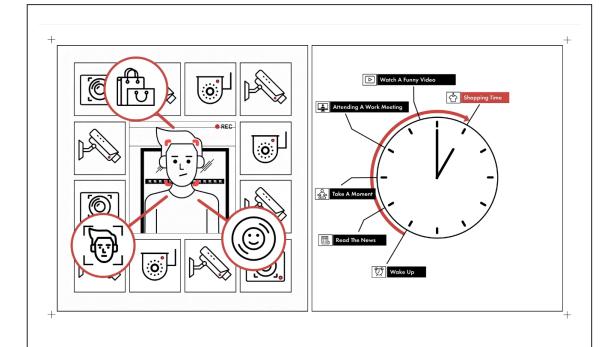
## The Real Life of Your Selfie



## Your Phone Number is Not Only Yours



## A Data Day



## PROJECT HIGHLIGHTS



Collaborated with  
**56 PARTNERS**  
working in in 58 countries

**300,000+ PEOPLE**  
were reached through online dissemination campaigns targeting educators and collectives

To strengthen the capacities of the partners, the project hosted over

**10 TRAINING SESSIONS**

**10,000** visitors attended the **32**

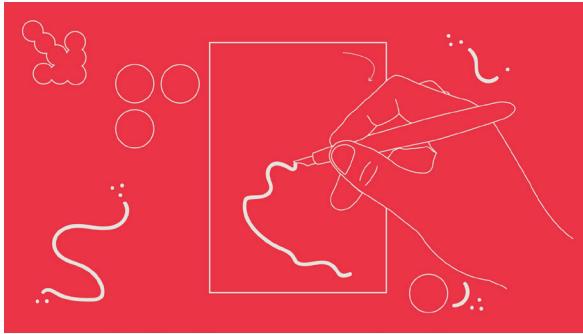
The Glass Room: Misinformation Edition exhibitions hosted together with partners.

Seeking to improve the accessibility of our resources and materials,



**3** new online exhibition websites and **6 new** interactive animations were published.

# CHANGING THE CONVERSATION



## THE “WHAT THE FUTURE WANTS” PROJECT: ENGAGING YOUTH

Co-developing initiatives and resources that invite young people to reflect on the digital world they want to live in is at the centre of the work of the “What The Future Wants” project and its partners.



## PROJECT HIGHLIGHTS

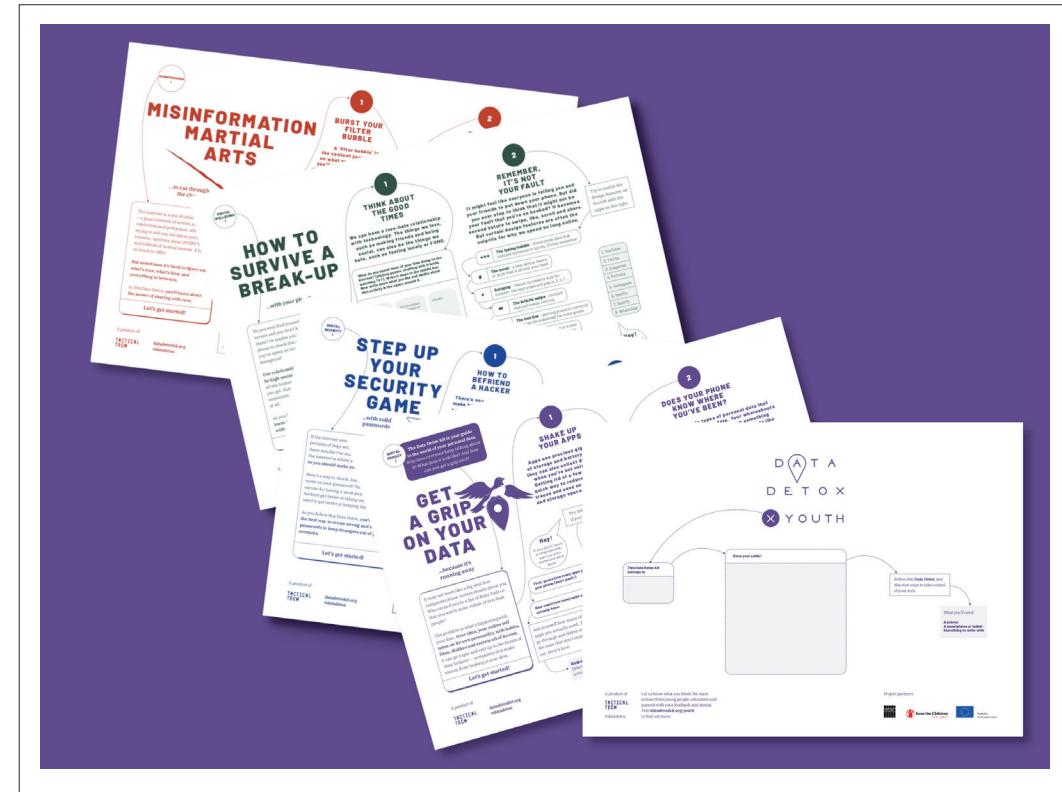


Collaborated with  
**17** PARTNERS  
working in 20 countries.

**46** FACILITATORS  
from partner organisations  
were trained.



**200**  
YOUNG PEOPLE  
from across Europe participated  
in 13 co-development workshops.



The Data Detox Kit x Youth was translated into 5 new languages:  
**Greek, Czech, Basque, Turkish and Croatian.**  
It is currently available in 16 languages.

# CHANGING THE CONVERSATION



## “THE DATA DETOX KIT“: FINDING ALTERNATIVES

Through this multiyear project, Tactical Tech has developed a toolbox of resources that equips people with practical tools to rethink and reshape their relationship with digital technologies.

### PROJECT HIGHLIGHTS



Collaborated with

# 26

 PARTNERS

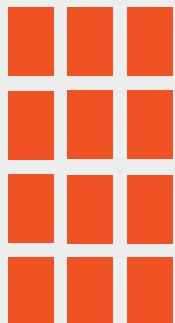
working in in 17 countries.

To make the resources accessible to new audiences, the Data Detox Kit was translated into

## TURKISH, THAI, ARMENIAN, BELARUSIAN, VIETNAMESE AND CZECH

It is currently available in

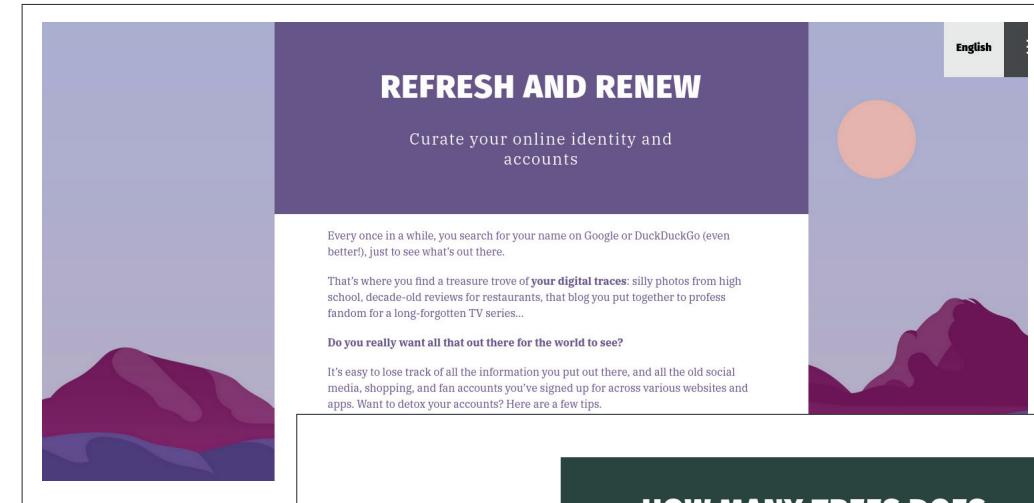
# 36

 LANGUAGES.

# 12,000+

copies of the Data Detox Kit in 10 languages were printed and distributed worldwide.

New guides on the carbon footprint of digital technologies and digital traces were published to include the topic of environmental sustainability and provide audiences with new tools.



## REFRESH AND RENEW

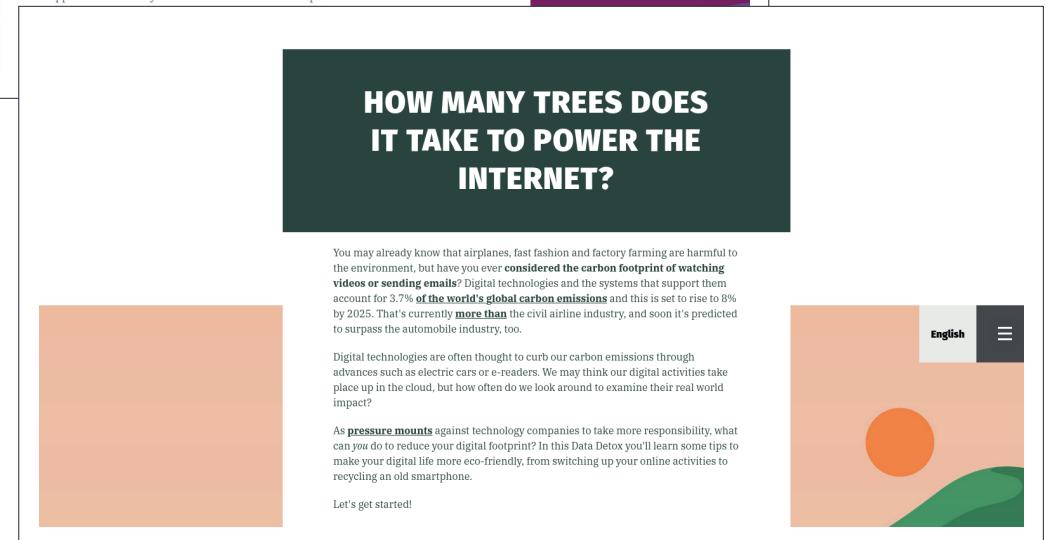
Curate your online identity and accounts

Every once in a while, you search for your name on Google or DuckDuckGo (even better), just to see what's out there.

That's where you find a treasure trove of **your digital traces**: silly photos from high school, decade-old reviews for restaurants, that blog you put together to profess fandom for a long-forgotten TV series...

**Do you really want all that out there for the world to see?**

It's easy to lose track of all the information you put out there, and all the old social media, shopping, and fan accounts you've signed up for across various websites and apps. Want to detox your accounts? Here are a few tips.



## HOW MANY TREES DOES IT TAKE TO POWER THE INTERNET?

You may already know that airplanes, fast fashion and factory farming are harmful to the environment, but have you ever **considered the carbon footprint of watching videos or sending emails?** Digital technologies and the systems that support them account for 3.7% **of the world's global carbon emissions** and this is set to rise to 8% by 2025. That's currently **more than** the civil airline industry, and soon it's predicted to surpass the automobile industry, too.

Digital technologies are often thought to curb our carbon emissions through advances such as electric cars or e-readers. We may think our digital activities take place up in the cloud, but how often do we look around to examine their real world impact?

As **pressure mounts** against technology companies to take more responsibility, what can you do to reduce your digital footprint? In this Data Detox you'll learn some tips to make your digital life more eco-friendly, from switching up your online activities to recycling an old smartphone.

Let's get started!

Seeking to diversify and extend our set of educational offerings, 6 online workshops were developed and published online: Your Data Detox Starts Here, Demystifying Your Data, Declutter Your Phone with an App Cleanse, Smart Phones, Smart Habits, Keep Calm and Spot the Design Tricks, and Information... It's Complicated.

# CHANGING THE CONVERSATION

## PARTNERSHIP SNAPSHOTS

### Técnicas Rudas

An organisation working to advance human rights in Mexico, held multidisciplinary, trans-generational labs to adapt the Data Detox x Youth content and created new artistic and pedagogical materials for young people.

### JAAKLAC

An organisation in Latin America that focuses on critical digital education for young people, adapted the Data Detox x Youth into the social media campaign "Detox de Datos Latinx".

### Thydêwá

An organisation working with Indigenous groups in Brazil on digital inclusion, partnered with "The Glass Room" to host online events that raised digital awareness among the local communities.

### The Data Detox Kit

The Data Detox Kit was included in the agenda and conversations held by large international organisations such as UNESCO's Global Media and Information Literacy Week, the European Disability Forum, MUTEK, and Goethe-Institut.

### FERS

A Dutch organisation with a network of libraries and cultural organisations, adapted the Data Detox x Youth into a website that reaches 10,000 visitors monthly. FERS created a game played by over 25,000 kids and trained 150 educators and digital literacy advisers.

### The Pravana Institut

An Indian organisation working at the intersection of technology, policy, and society, created the Unboxing Tech Toolkit, a resource designed with and for young people offering interactive activities to understand the impact of digital technologies.

### Kunsht and Goethe-Institut

Through a partnership with Kunsht and Goethe-Institut Kyiv, "The Glass Room: Community Edition" was translated into Ukrainian, Armenian, and Russian, to engage new communities. An exhibition was held in the DATA CTRL Centre event attracting thousands of visitors.

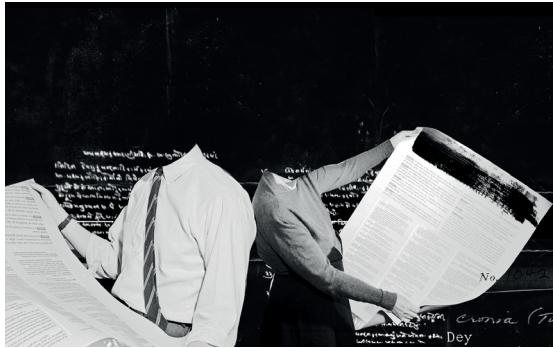
### Save the Children

Save the Children Romania and Save the Children Italy partnered with "The Glass Room: Misinformation Edition" to co-develop initiatives involving schools across both countries to raise awareness of the use of digital technologies among families, parents and children.



## EXPANDING KNOWLEDGE

Tactical Tech worked to further develop research and disseminate knowledge of how personal data is used in digital political campaigning, elections and other forms of political participation.



### THE “DATA AND POLITICS” PROJECT: THE COMPANIES BEHIND YOUR OPINION

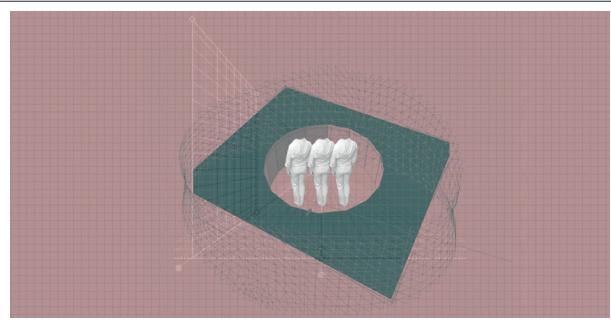
Creating awareness of the use of personal data for political purposes is at the centre of the “Data and Politics” project, which focuses on advancing the capacities of decision-makers working on related topics.

## PROJECT HIGHLIGHTS

The Influence Industry long list was updated to include

**500** COMPANIES

working with personal data to influence politics advanced research into the field.

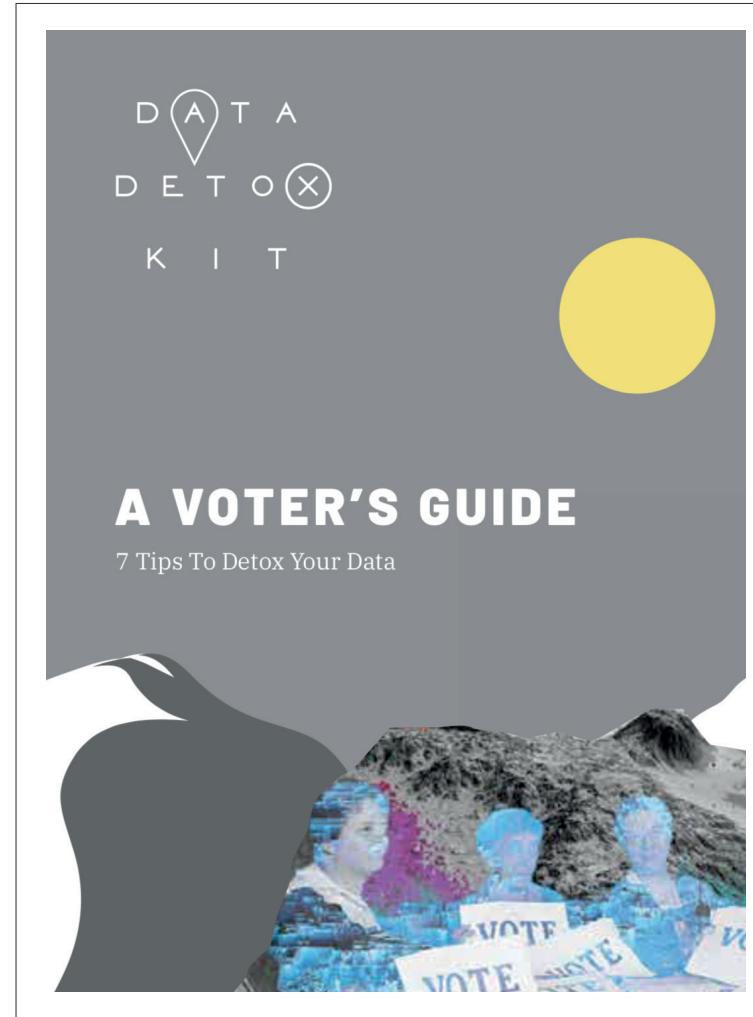


## “A VOTER’S GUIDE”

which explains how data is used to target and persuade voters, was adapted into a workshop for voter engagement.

**170+**

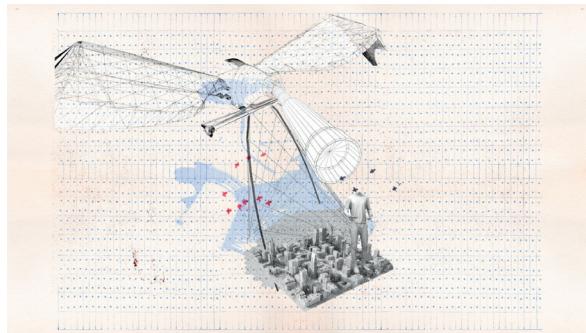
field leaders, journalists, researchers and policy experts were trained in the workshops and masterclasses hosted in collaboration with partners and other organisations.



The Investigating the Influence Industry: Summer School educated and empowered a cohort of 40 decision makers, including journalists, advocates and policymakers, working on politics and elections. The master-classes provided the participants with skills and tools.

“Data and Politics” informed the response of decision-making bodies and influential actors such as the Council of Europe, the EU, the UK government and the UK Electoral Commission to the use of data-driven technologies in political campaigning.

# EXPANDING KNOWLEDGE



## THE “DATA AND ACTIVISM” PROJECT: MAKING DECISIONS

“Data and activism” advanced the abilities of civil society organisers to understand the impact of data collection and profiling on human rights defenders and activists and to create their data policies.

## CASE SNAPSHOTS

The Organiser’s Activity Book filled a gap in the sector regarding civil society’s access to resources that empower organisers to choose how they will interact with other people’s data based on their desired outcomes and values.

Partnering with Casa Hacker, a Brazilian organisation working on digital empowerment, and with Tecnicas Rudas, a non-profit promoting human rights through technology, to translate the Organiser’s Activity Book into Brazilian Portuguese and Spanish. The Portuguese translation was accompanied by outreach activities to local communities.

## PROJECT HIGHLIGHTS

The Organiser’s Activity Book for civil society organisers working with personal data was launched.

### WHY IS GOOD DATA PRACTICE IMPORTANT WHEN ORGANISING EVENTS?

There are both foreseeable and unexpected ways we create and share personal data about ourselves or others when organising an event. Draw a line to connect the first half of the story to the second half and find out how these people had their personal information compromised...

Anna was on her way to a workshop when she was stopped at the airport and denied entry to the country, despite not revealing the purposes of her trip on her visa application...

Maria had agreed to speak at a local gathering, but had been careful not to publicly announce her attendance, as she knew certain groups of people would start harassing her due to her participation. Despite this, she started receiving threatening messages some days after...

Ali was interrogated by police months after he had participated in an anti-corruption event, despite making sure that he only communicated about his attendance with a secure messenger...

... because an enthusiastic attendee, who was not aware of her not wanting to have public lies with the event, had tweeted about her inspiring talk.

... because after government security found the workshop agenda online, the government undertook surveillance of unencrypted emails sent by named attendees.

... because the local authorities had found a reimbursement made to his account from a foreign account which was associated with the human rights organisation that hosted the event.

Get out the colourful pens and pencils!

10 | 11

▶ ...now head to the rest of the activities in **The Organiser’s Activity Book** to start to make your data practices better.

Workshops to strengthen the capacities of leading civil society organisers and networks were hosted.

**TACTICAL TECH**  
The Organiser’s Activity Book

### AN INTRODUCTION TO PERSONAL DATA AND EVENTS

The **Organiser’s Activity Book** is a series of activities to help you explore when, where and how personal information is created and shared, what alternatives there are and how to balance the benefits and risks for you and the people you work with. At the end you have the opportunity to make **Your Data Policy**, a context specific data policy for your events.

In this chapter you will discover:

- Why good personal data practice is important
- How personal data is a risk and a benefit to your event
- Identify who you share data with
- Identify who can help and who hinders good data practice
- Start making your own data policy

## ADVANCING SKILLS

Tactical Tech strengthened a community of leading global experts and citizen investigators through events, resources and collaboration spaces.



### “EXPOSING THE INVISIBLE”: BUILDING COMMUNITY

Collaborating with organisations and an established community of citizen investigators, the project co-developed resources on investigative methods and techniques that advanced their abilities to embed digital security practices in their work and deepen the impact of their investigations.

## CASE SNAPSHOTS

The project hosted the 5-day online conference “Investigation is Collaboration” to advance the capacity and skills of leading investigators, researchers and journalists. A new collection of resources including articles, guides, videos and a podcast series were produced as a result of the event.



## PROJECT HIGHLIGHTS



# 700+

journalists and citizen investigators attended the program of over 25 Investigative Institutes, conferences, training sessions and webinars.

Seeking to diversify and extend our educational offerings, the project published:

# 34

 new articles

guides and self-learning resources, 8 video talks and tutorials, 6 new curriculum modules for trainers, and 10 podcasts by international experts.



# 8

 PARTNER ORGANISATIONS

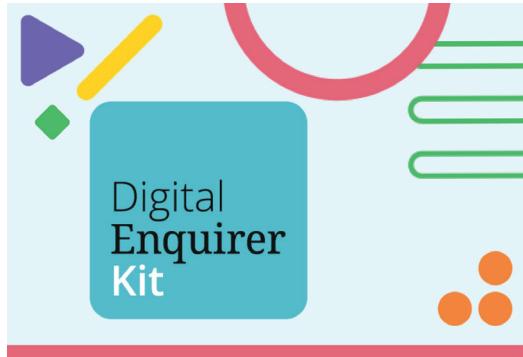
The project collaborated with and 38 individual collaborators and field experts to develop resources and events to empower the community.

Journalists and citizen investigators who engaged with the project community and participated in the events trained other journalists and activists in different countries on topics like collaboration, risk assessment and safety, storytelling and environmental and bio- investigations.

The project developed a wide range of content that inspired and trained global experts working together with the European Centre for Press and Media Freedom (ECPMF), The Civil Forum for Asset Recovery (CIFAR), Data Harvest, Break Free From Plastic Network, Diglab Foundation, Correctiv, the Global Investigative Journalism Network (GIJN) and Seek.

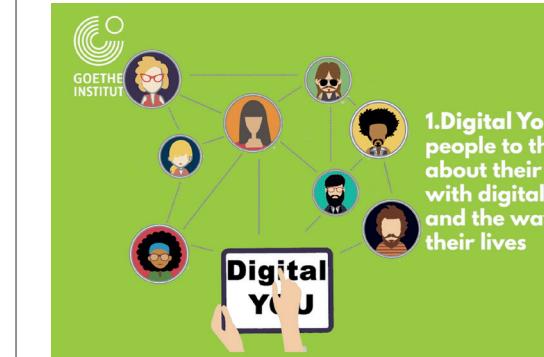
## REACHING NEW AUDIENCES

Tactical Tech has a strategic partnership model that seeks to advance the ability of existing civil society structures. In the frame of this approach, Tactical Tech developed two collaborations with key partners.



### THE “DIGITAL ENQUIRER KIT” AT A GLANCE

In collaboration with GIZ, Tactical Tech developed the “Digital Enquirer Kit”, an e-learning course that has trained over 330 learners on preventing the spread of misinformation, covering topics like media literacy, verification, and how to navigate the internet safely.

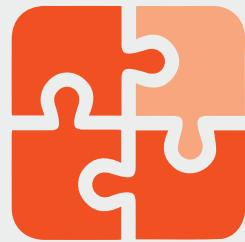


### THE “DIGITAL YOU” PROJECT AT A GLANCE

Tactical Tech worked with the Goethe-Institut to support 20 partners in 11 countries across Sub-Saharan Africa in creating resources to train the next generation of researchers, journalists, activists, and conscious consumers on digital and media literacy, verification, digital safety, privacy, and online wellbeing.

## PROJECT HIGHLIGHTS

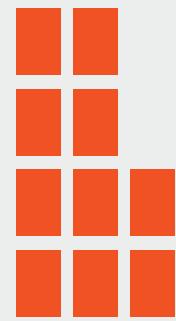
Together with digital security specialists, instructional designers, investigators, and trainers, the project developed



**4** modules

that extended our set of materials and the accessibility of our resources.

The Digital Enquirer Kit was translated into



**10** languages

to provide learning opportunities for communities who need it the most.

## PROJECT HIGHLIGHT



**45**

MEMBERS OF PARTNER ORGANISATIONS

participated in two knowledge exchange summits on how data collection is used to influence political campaigns, as well as how to identify misinformation and practice verification.

# TACTICAL TECH IN A NUTSHELL

- We are a Berlin-based non-profit organization established in 2003 with a diverse and multidisciplinary team.
- We use an iterative, design-based way of thinking to innovate and have the most effective resources, creating a continuous loop between ideas, testing and development.
- We combine technology, research, design and creative elements to develop digital awareness through innovative and interactive methods.
- Our scaling methods are open-source, adaptable, localisable, Creative Commons and multiformat.
- Our resources and materials are available in **35+ languages**:

bahasa	English	Հայերեն	Português	Svenska
Беларуская	Español	Italiano	Română	ภาษาไทย
বাংলা	Euskara	日本語	русский	Türkçe
Čeština	Français	Lietuvių	ဘာသာ	Українська
Dansk	עברית	Nederlands	සිංහල	ودرا
Deutsch	हिन्दी	Norsk	slovenščina	Tiếng Việt
Ελληνικά	Hrvatski	Polski	Suomeksi	繁體中文

## PRESS



**240+** press mentions in **38** languages, including in:

Czech, French, German, Japanese, Portuguese, Russian, Spanish, Turkish, Ukrainian and Vietnamese.

## CONTACT US

- @ ttc@tacticaltech.org
- tacticaltech.org
- Sign up for the 'In the Loop' Newsletter <https://tinyurl.com/8d2se9s>

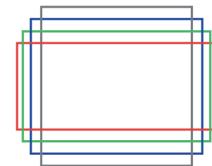
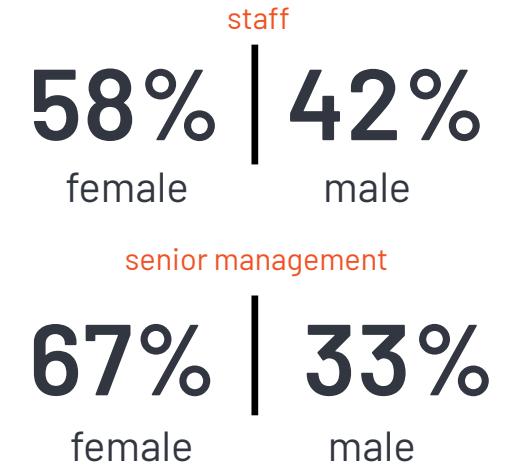
## OUR TEAM

**30** team members

## LANGUAGES

We speak **14** languages

## GENDER BALANCE



THE GLASS ROOM

<https://theglassroom.org>



<https://datadetoxkit.org>

## WEBSITES



<https://exposingtheinvisible.org>



<https://ourdataourselves.tacticaltech.org/>

**905,708** page views from 205 countries

## NATIONALITIES

**16** nationalities within the team



## FUNDERS



## SOCIAL MEDIA PLATFORMS

- Twitter: @info\_Activism
- Vimeo: [vimeo.com/tacticaltech](https://vimeo.com/tacticaltech)
- Mastodon: @info\_activism
- Medium: [medium.com/@Info\\_Activism](https://medium.com/@Info_Activism)
- Facebook: [facebook.com/Tactical.Tech/](https://facebook.com/Tactical.Tech/)