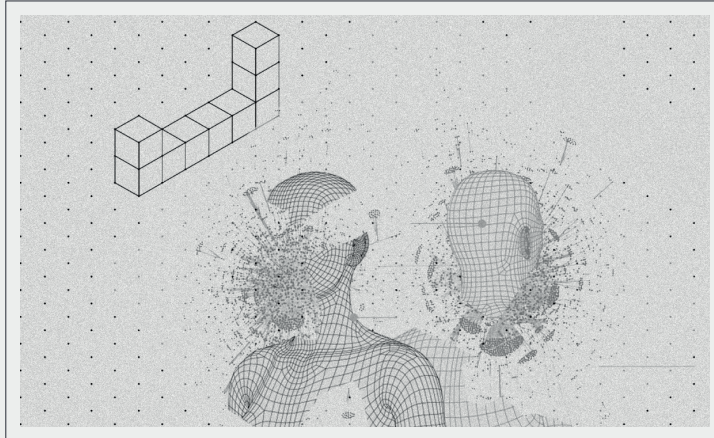# TACTICAL TECH

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 peopleto think about how technology influences their lives and changes the world they live in.

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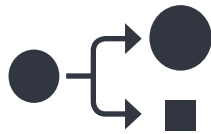
Our award-winning resources and interventions are scalable, localisable and can be developed and adapted to the specific goals and the needs of our partners.

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.
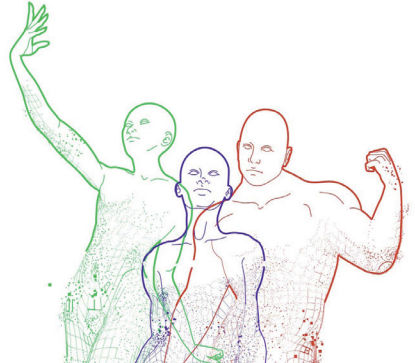
WE WORK TOGETHER WITH A COMMUNITY OF:

RIGHTS GROUPS

POLICY MAKERS

RESEARCHERS

JOURNALISTS

LOCAL ORGANISATIONS LIKE LIBRARIES, SCHOOLS, AND COMMUNITY CENTRES

DECISION MAKERS

EDUCATORS

CIVIL SOCIETY

FIELD LEADERS

CULTURAL AND ARTS CENTRES

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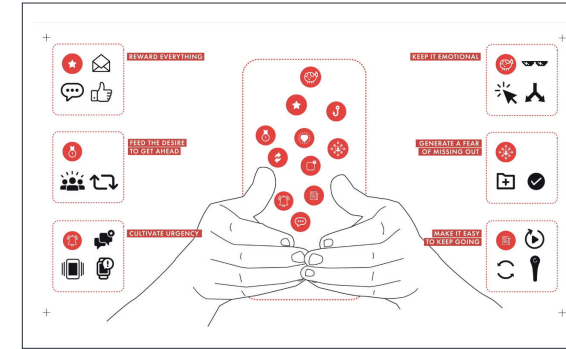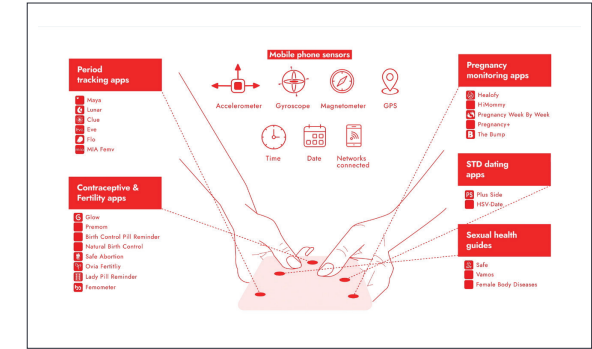
OUR PROJECTS

"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.
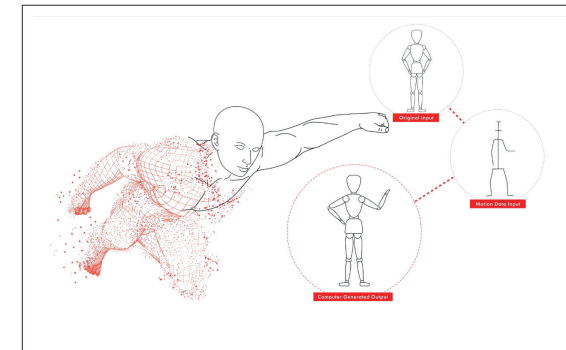
PROJECT HIGHLIGHTS
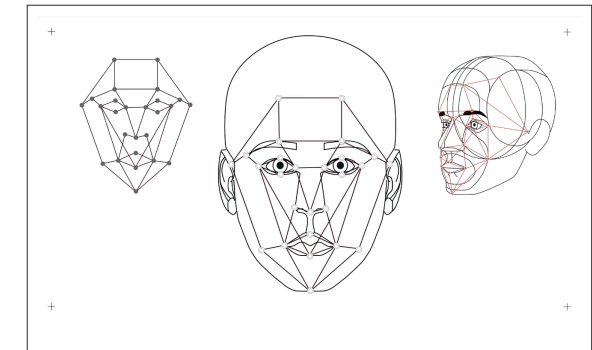
Collaborated with **56** PARTNERS working in in 58 countries

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.
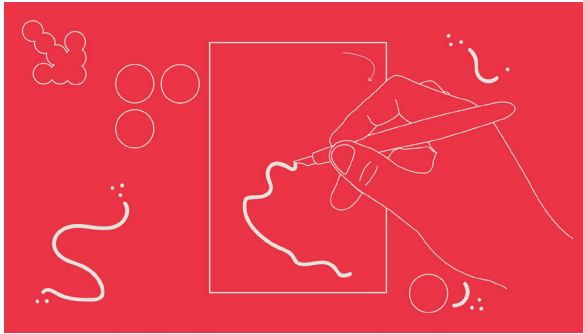
Seeking to improve the accessibility of our resources and materials, **3** new online exhibition websites and **6 new** interactive animations were published.

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

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.
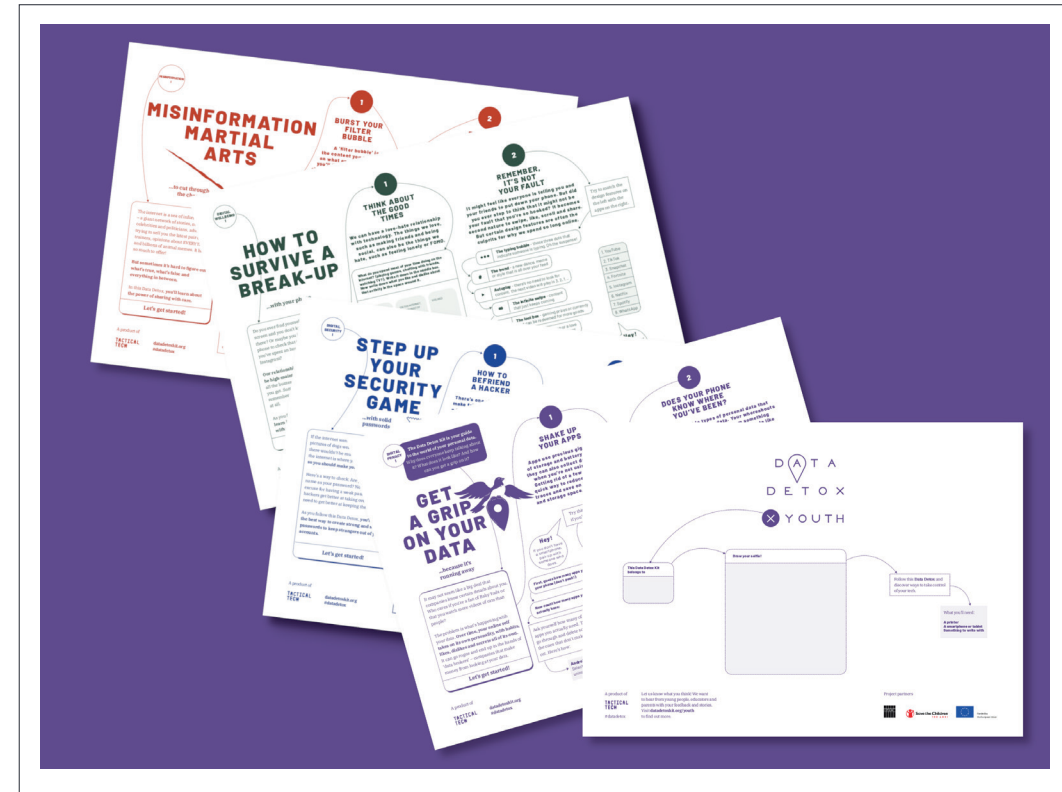
PROJECT HIGHLIGHTS

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.

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.

"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.
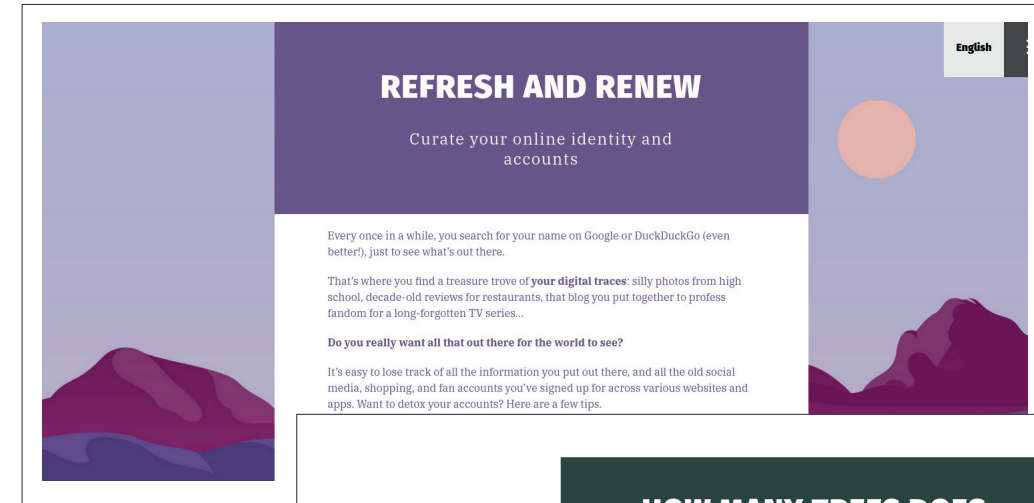
REFRESH AND RENEW
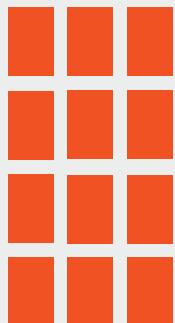
Curate your online identity and accounts

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!

PROJECT HIGHLIGHTS

Collaborated with

26 PARTNERS

working in in 17 countries.

12,000+

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

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.

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

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.

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".

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.

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.

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.

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.
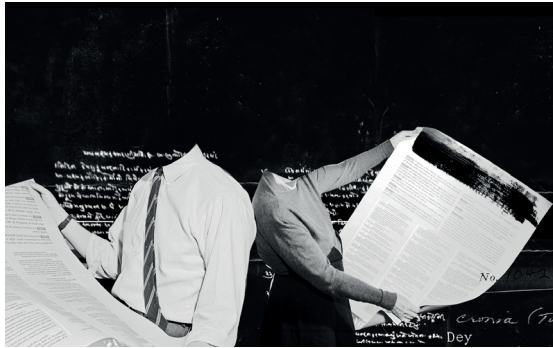
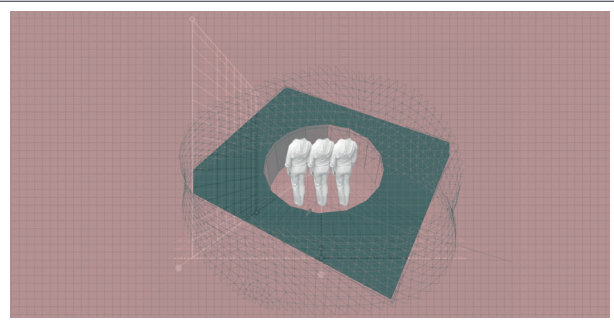## THE "DATA AND POLITICS" PROJECT: THE COMPANIES BEHIND YOUR OPINION

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.

DATA DETOX KIT

A VOTER'S GUIDE

7 Tips To Detox Your Data

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.

PROJECT HIGHLIGHTS

The Influence Industry long list was updated to include

500 COMPANIES

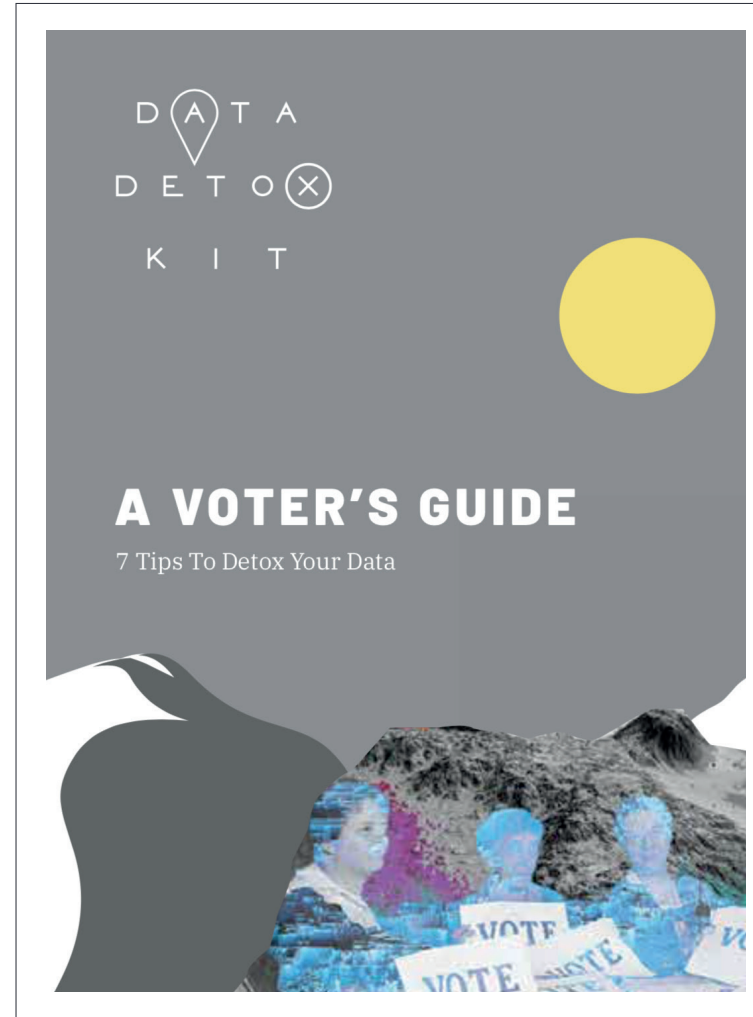working with personal data to influence politics advanced research into the field.

"A VOTER'S GUIDE"

which explains how data is used to target and persuade voters, was adapted into a workshop for voter engagement.
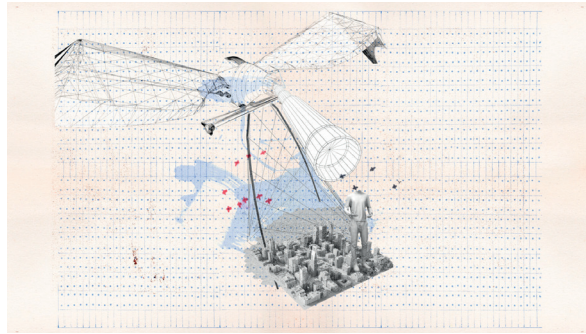
170+

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

THE "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.

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

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.

Investigation is Collaboration
Exposing the Invisible Together

PROJECT HIGHLIGHTS

700+

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

The project collaborated with **8 PARTNER ORGANISATIONS**

and 38 individual collaborators and field experts to develop resources and events to empower the community.

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.

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.
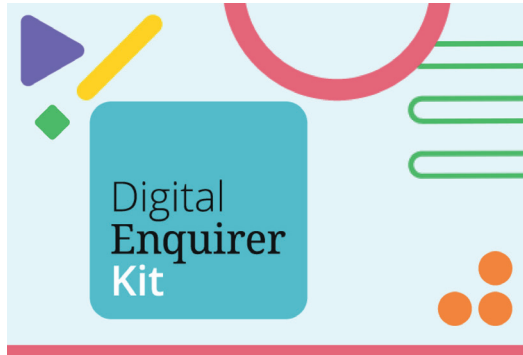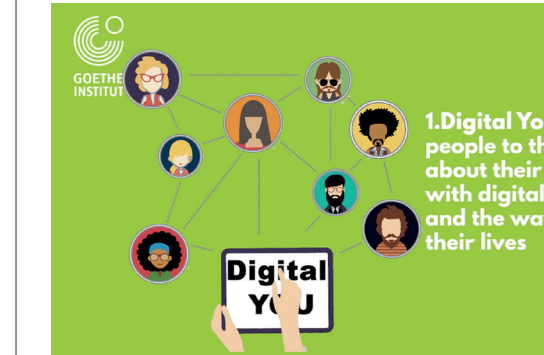

THE "DIGITAL ENQUIRER KIT" AT A GLANCE

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	�	Українська
Dansk	עברית	Nederlands	සිංහල	ودرا
Deutsch	हिन्दी	Norsk	slovenščina	Tiếng Việt
Ελληνικά	Hrvatski	Polski	Suomeksi	繁體中文

OUR TEAM

30 team members

LANGUAGES

We speak **14** languages

GENDER BALANCE

staff
58% female | **42%** male

senior management
67% female | **33%** male

WEBSITES

THE GLASS ROOM
https://theglassroom.org

DATA DETOX KIT
https://datadetoxkit.org

EXPOSING THE INVISIBLE
https://exposingtheinvisible.org

Our Data Our Selves
https://ourdataourselves.tacticaltech.org/

905,708 page views from 205 countries

NATIONALITIES

16 nationalities within the team

FUNDERS

Allianz Kulturstiftung ... for Europe

SVENSKA POSTKOD STIFTELSEN

OAK FOUNDATION

Co-funded by the European Union

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Sida SWEDISH INTERNATIONAL DEVELOPMENT COOPERATION AGENCY

PRESS

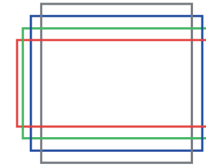**240+** press mentions in **38** languages, including in:
Czech, French, German, Japanese, Portuguese, Russian, Spanish, Turkish, Ukrainian and Vietnamese.

CONTACT US

@ ttc@tacticaltech.org

🌐 tacticaltech.org

✉ Sign up for the 'In the Loop' Newsletter https://tinyurl.com/8d2se9s

SOCIAL MEDIA PLATFORMS

Twitter: @info_Activism

Vimeo: vimeo.com/tacticaltech

Mastodon: @info_activism

Medium: medium.com/@Info_Activism

Facebook: facebook.com/Tactical.Tech/