

Info-activism stories

Use this matrix to discover which tools were used for each campaign. The left side shows you where you can find the examples: in the 10 Tactics film, in the 10 Tactics cards, or on the info-activism website. To read more follow the link www.informationactivism.org.

	film	cards	web	social networking	video	flashmob	open source	database	data	animation	microblogging	mobile	photography	storytelling	mapping	blogging
Video volunteers demand land rights, India																
Using a friendless profile to protect privacy, Lebanon																
Pink Chaddi Campaign for women's rights, India																
The Targuist Sniper uncovers police corruption, Morocco																
The Saffron Revolution and recording an uprising, Burma																
Animating folklore with a feminist twist, Egypt																
Mapping a conflict in real time, Lebanon																
Putting torture on the President's map, Tunisia																
Telling personal stories of violence, Southern Africa																
Blank Noise to raise awareness about urban harassment, India																
Seeking justice for child soldiers, Democratic Republic of the Congo																
Remixed presidential posters to engage young people, Egypt																
Making karaoke videos for human rights, Asia Pacific																
"Give Lukashenko his own Lu-net!", Belarus																
Using software to organise and mobilise supporters, Worldwide																
Using mobiles to provide targeted reconstruction information, Indonesia																
Mapping farm subsidy payments, Sweden																
Visualising the crisis in Darfur, USA																
Field reporting the 2008 Mumbai terror attacks, India																
Gathering citizen reports of violence, Madagascar																
Budget tracking by citizens, Kenya																
A Freedom Fone to respond to information needs, Zimbabwe																
Exposing torture by police, Egypt																
Presidential plane spotting to highlight corruption, Tunisia																
TheyWorkForYou connects citizens and MPs, UK																
Remembering Neda and documenting state abuses, Iran																
350.org supports an International Day of Climate Action, Worldwide																
We the Women, supporting creative dialogue, Saudi Arabia																
Flash mobs to challenge repression, Belarus																
Greenpeace's Kleercut campaign for the environment, USA																
Tracking government spending, Slovakia																
Highlighting the work of Unsung Peace Heroes, Kenya																
Education as a vaccine against AIDS, Nigeria																
Telling true stories with sex workers, Cambodia																
Mapping harassment on the streets of Cairo, Egypt																
Facebook organised kiss-in protest, Spain																
A mobile phone app to monitor Israeli settlements, West Bank																
The Zero Rupee note fights corruption, India																
Monitoring the 2010 Burma elections, Burma																
The Bell Bajao Campaign fighting domestic violence, India																
Uncovering corruption in the health sector, South Africa																
Farm subsidy tracking, Mexico																
I am not an offender, Chile																

10 Tactics provides original and artful ways for rights advocates to capture attention and communicate a cause. It includes a 50-minute film documenting stories from around the world and a set of cards; with tools, tips and advice, for you to work through as you plan your own info-activism. The film has has been translated into more than 25 languages.

10 tactics

for turning
information
into action



TACTICAL
TECHNOLOGY
COLLECTIVE

"a **must-see** documentary that explores how campaigners are successfully using new technologies and tactics to **change** the status quo."

Ecologist Magazine

"a **handbook** in how best to disseminate **ideas**"

BBC Click Program

"**Fantastic** for trainers on the lookout for great, **inspirational** materials!"

Greenpeace International

www.informationactivism.org

