





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

Campaign	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 been translated into more than 25 languages.

10 tactics

for turning
information
into action



"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

TACTICAL
TECHNOLOGY
COLLECTIVE

