

STRATEGIC PLAN

2020-2023

**OUTCOMES/  
OBJECTIVES**



**APC**  
ASSOCIATION FOR  
PROGRESSIVE  
COMMUNICATIONS

# VISION

Use and shape  
the internet and  
digital technology

# JUST AND SUSTAINABLE WORLD



care for  
ourselves,  
each other,  
and earth.

**MISSION**

**JUST AND  
SUSTAINABLE  
WORLD**

# COLLECTIVE POWER



**activists,  
organisations,  
excluded groups,  
communities and  
social movements**

The background features a large, light gray silhouette of a hand reaching from the top left towards the center. Below it, a smaller, similar silhouette reaches from the right towards the center. At the bottom, a cluster of colorful hands (teal, yellow, pink, green, orange) are raised, some with fingers spread and some in a fist-like gesture.

**CHALLENGE  
EXISTING  
POWER  
STRUCTURES**

**INTERNET IS DEVELOPED  
AND GOVERNED AS A  
GLOBAL PUBLIC GOOD**

Harness collective  
power of communities

Enable digital inclusion  
for the most vulnerable

Co-create a feminist  
internet

Advocate for human  
rights online and offline

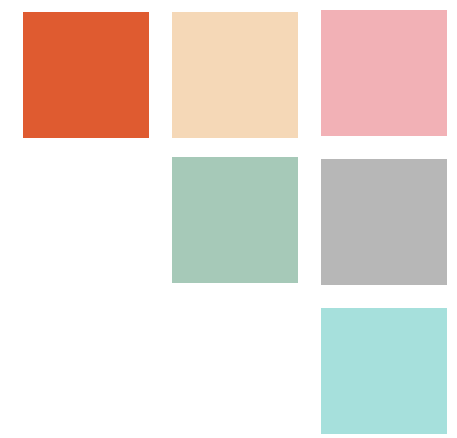
Promote governance  
of the internet as a  
global public good

Mobilise collective  
action for environmental  
justice and sustainability

# OUTCOME AREAS AND IMPACT OBJECTIVES



# HARNESS COLLECTIVE POWER OF COMMUNITIES



The collective power of communities within and beyond the APC network is harnessed through ***existing and new relationships built around transformative actions*** and our shared visions.

Diverse communities and movements are interconnected and mobilised through

**SHARED KNOWLEDGE  
PLATFORMS  
COLLECTIVE ACTION.**

**01**



APC and its members have the institutional capacity to

02



**SUPPORT COLLABORATION**

**STIMULATE ENGAGEMENT**

among its communities.

# ENABLE DIGITAL INCLUSION FOR THE MOST VULNERABLE



People affected by exclusion, discrimination and inequality are able to *meaningfully use and shape the internet and digital technologies* to meet their specific needs.

Free, open and sustainable digital technologies and platforms are

**DEVELOPED  
SHAPED  
AND USED**

to address digital exclusion

**01**



Inclusive, fair and just economic models  
aimed towards digital inclusion are

**RECOGNISED**

**ENABLED**

**ADOPTED**

as viable sustainable solutions for universal,  
affordable access and services.

**02**



Individuals and groups,  
in particular women,  
who champion digital  
inclusion have

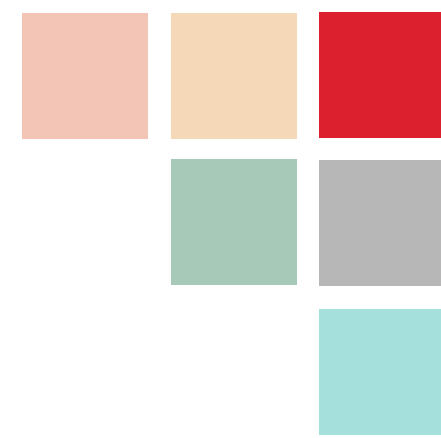
# INCREASED CAPACITY AND RESOURCES TO CREATE AND MEET THE DEMAND

for alternative models.

03



# CO-CREATE A FEMINIST INTERNET



Women and people of diverse sexualities and genders ***participate in, shape and co-create the internet and digital technologies*** that reflect and respond to their lived realities.



Ideas, skills, processes and spaces for

**COLLECTIVE ORGANISING**

**AND STRATEGISING**

**TOWARDS A FEMINIST AND**

**SUSTAINABLE INTERNET**

are created and nurtured.

**01**



Internet policy discussions and decision making

02

# INTEGRATE AND REFLECT



the perspectives of women and people of  
diverse sexualities and genders.

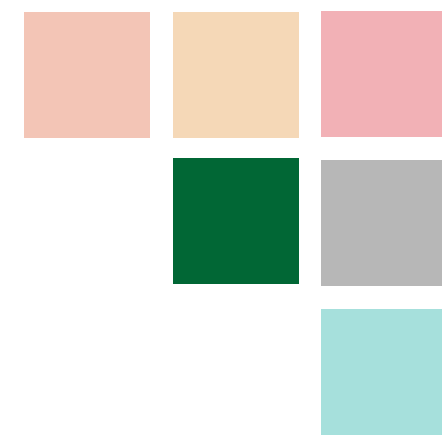
# INCREASED FINANCIAL RESOURCES AND DIVERSITY OF ACTORS FOR A FEMINIST INTERNET

including those working on feminist  
technology development.

03



# ADVOCATE FOR HUMAN RIGHTS ONLINE AND OFFLINE



People, especially those facing discrimination and oppression, ***have greater power and autonomy*** through digital technologies to exercise their ***full range of human rights online and offline.***

People and civil society  
organisations

01



**HOLD STATES AND  
THE PRIVATE SECTOR  
ACCOUNTABLE FOR  
VIOLATIONS.**

# **NORMS, STANDARDS AND REGULATIONS RELATING TO THE INTERNET, DIGITAL TECHNOLOGIES AND SPACES**

**02**



advance human rights online and offline

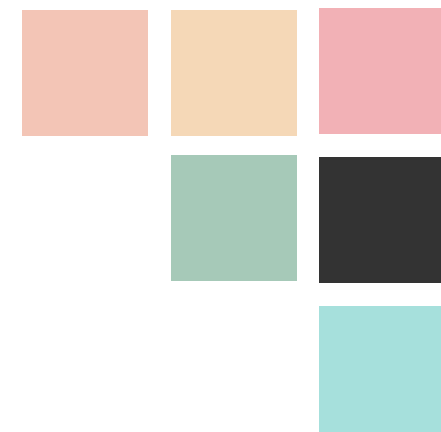
# GOVERNMENTS PROMOTE, PROTECT AND RESPECT HUMAN RIGHTS

and comply with their obligations  
–including addressing violations  
by private actors.

03



# PROMOTE GOVERNANCE OF THE INTERNET AS A GLOBAL PUBLIC GOOD



The internet is recognised and governed as a global public good in an ***inclusive, transparent, democratic and accountable*** manner.



Individuals and civil society organisations

01

**ENGAGE MEANINGFULLY  
IN AND INFLUENCE  
POLICY, REGULATION AND  
GOVERNANCE PROCESSES**



to shape an open and sustainable internet.

Internet policy and  
regulation actors  
and institutions

02

**RECOGNISE  
AND GOVERN  
THE INTERNET  
AS A GLOBAL  
PUBLIC GOOD**



Internet and other digital

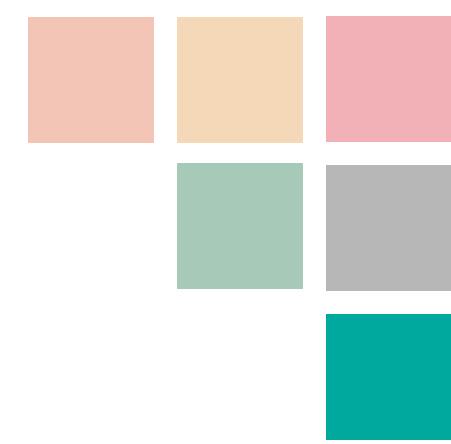
03

# TECHNOLOGY COMPANIES ARE HELD ACCOUNTABLE



for upholding human rights and protecting the  
public interest.

# MOBILISE COLLECTIVE ACTION FOR ENVIRONMENTAL JUSTICE AND SUSTAINABILITY



APC's collective action and activism contribute to *environmental justice* and *preservation of the earth*, and *mitigate the negative environmental impacts* of the internet, digital technologies and the digital economy.

The APC network's capacity to

# TAKE ACTION AGAINST THE CLIMATE CRISIS IN SOLIDARITY

with the broader environmental  
movement is strengthened.

01



Practices, models and systems  
that are environmentally and  
socially sustainable are

02



**PROMOTED  
DEVELOPED  
AND ADOPTED**

by the APC network

Policy and regulatory frameworks ensure that the environmental impact of digital technologies

**– FROM PRODUCTION AND DEVELOPMENT TO DISPOSAL OF THE DEVICES USED TO RUN AND INTERACT WITH THEM –**

is measured, understood and mitigated.

03







The diversity of members and staff – APC is a **truly global organisation** with a **strong Southern point of view** and **representation**. This enhances their credibility and provides **genuine ‘voice’** for marginalised, less resourced communities.