2024-2027 THEORY OF CHANGE

APC ASSOCIATION FOR PROGRESSIVE COMMUNICATIONS

Our mission is to strengthen collective organising towards building a transformative movement to ensure that the internet and digital technologies enable social, gender and environmental justice for all people.

Our vision is for all people, particularly the marginalised, to use and shape the internet and digital technologies to create a just and sustainable world.

Network- and movement-building strategies

- Building knowledge and creating counter-narratives on the context in which we are organising.
- Convening and connecting actors within the network to strengthen common agendas.
- Capacity building and institutional strengthening within the network.
- Policy advocacy and mobilisation within the network to amplify the voices from marginalised communities and advocate for changes in norms, policies, standards and practices.
- Grantmaking/subgranting to the network.
- Strategic communications to amplify the network's voices.

Long-term outcomes by 2027

Outcome 1: Common agendas are built and strengthened across issues, movements and geographies to promote digital inclusion, digital and internet rights, a feminist internet, and environmentally just digital policies and practices.

Strengthened community-centred connectivity agendas through awareness raising and providing effective support to communities that need viable connectivity.

Members and partners have strengthened connections and common agendas for advancing digital rights, a feminist internet and environmentally just digital policies and practices.

Outcome 2: Amplified voices and perspectives position human rights and gender and environmental justice centrally in digital inclusion and rights discourses and counter anti-rights discourses.

Greater capacity to counter dis/misinformation.

Collective creation, strengthening and sharing of knowledge to influence policy discourse.

Co-creation of alternatives and counter-narratives which centre digital inclusion and digital and internet rights and their intersections with with environmental justice issues.

Intersectional feminist voices from the global South contribute to centring feminist perspectives in discourses on technology.

Outcome 3: Collective action shapes digital norms, policies, standards and processes that are democratic and rights-respecting to ensure that the internet and digital technologies are governed as a global public good.

Increased awareness of community-centred connectivity and policy and regulation that enables community-centred connectivity in the global South.

Increased integration of human rights and environmentally just digital policies and practices through engagement and influence in national, regional and global processes.

Inclusion of perspectives of marginalised communities in regional and global processes on policies, norms and standards.

Increased integration into digital policies, norms and standards of rights-based perspectives and agendas of women and people of diverse sexualities and genders.

Outcome 4: Greater collective capacity for holistic safety and care and digital resilience.

Shared understanding of the online and offline threats faced and development of holistic safety and care collective strategies.

Greater capacity to create and strengthen our digital infrastructure.

Collective mobilisation in solidarity and support to defenders at risk.

Greater capacity of feminist activists and gender non-conforming and queer communities to engage with the internet and digital technologies with care, agency, curiosity, playfulness and safety.

Outcome 5: APC has a shared vision and purpose, and has the capacity, skills and financial resources to deliver on its mission in a working environment in which all members and staff can learn, grow and thrive.

Members and staff have greater knowledge of and stronger connections with each other.

Members and staff have greater capacity to work together strategically and operationally based on a shared vision and purpose.

Knowledge management, planning, and MEL systems support collective learning and work prioritisation for deeper impact.

Greater shared understanding of care and collectively built organisational policies and practices that support our collective well-being, resilience and sustainability.

Diverse and sustainable funding base.

Immediate outcomes

APC's niche

Strengthening collective organising towards building a powerful movement to advance digital inclusion and digital and internet rights due to:

- credibility and legitimacy
- longstanding contributions to digital inclusion and digital and internet rights
- consistent contributions to regional and global internet governance processes
- diverse membership rooted in the global South
- commitment to those most at risk of exclusion from the potential benefits of the internet and digital technologies
- strong experience working at the intersections of multiple social movements
- connector of activists across regions, issues and agendas
- linking the local with the global.

Assumptions and political beliefs

Collaborative knowledge-building and the sharing of experiences are needed to build the evidence base for coherent counter-narratives.

Robust participation of local communities is required.

Holistic digital resilience of gender justice actors, feminists and women human rights defenders needs to be strengthened.

New efforts at organising are necessary to bring actors advocating for digital inclusion and digital and internet rights together, and to connect these with other social movements' agendas:

- to more effectively influence institutional processes
- to counteract intersectional rights violations
- to counteract the environmental racism across the global South, and threats to environmental and land defenders.

Current and expected context

- Failure of global governance, deepening inequalities
- Increase in rights violations across the globe
- New digital divide
- Growing alienation and environmental cost
- Fragmentation of policy-making processes and silo-ised civil society agendas
- Entrenched interests of big tech and struggle to regulate
- Minimising of spaces for civil society to be heard