

HOW TO TALK ABOUT TAKE BACK THE TECH

Violence against women is not a new issue, but it is only recently that we have begun talking about it in relation to emerging information and communications technologies, such as the internet or mobile phones. Below is a list of key talking points that you can use to speak with campaign partners, activists, decision-makers and the media about your Take Back The Tech! campaign.

ABOUT THE TAKE BACK THE TECH! CAMPAIGN

- Take Back The Tech! is a collaborative campaign that takes place during the 16 Days of Activism Against Gender-based Violence (25 Nov - 10 Dec). It is a call to everyone - especially women and girls - to take control of technology to end violence against women.
- During the campaign, 16 daily actions that combine a creative and strategic use of technology with an issue of violence against women is issued for participation. Campaigners in different parts of the world - including countries in Africa, Latin America, Asia, North America and Europe - have organised actions that respond to their priorities. For example, workshops on how to be safe online, media monitoring on rape reporting, solidarity marches on the streets and in online spaces, calls for action through creative media, organising discussions on the issue of women's rights to privacy and more.
- Take Back The Tech! was initiated by the Association for Progressive Communications, Women's Networking Support Programme - a global network of more than 150 women who advocate for women's communication rights - in 2006, and has since then grown into a diverse movement of individuals organisations, collectives and communities who are taking control of technology to end violence against women.

ABOUT THE ISSUE

- Information and communications technologies, or ICTs, is becoming increasingly woven into all aspects of our lives. From education, work, banking, personal and social relationships to participating in governance, we rely on things like the radio, mobile phones, internet and more to find out information, exchange what we know, express what we think and connect with each other. It has the potential to change inequality by enabling more people to have a say in how we shape the world we live in.
- However, the field of ICTs currently face the same kind of unequal power relations between women and men as that which is the root cause of violence against women. As a result, we experience ICTs being used in ways that worsen the pervasiveness of reality of violence against women. For example, mobile phones are used by perpetrators of domestic violence to monitor and control their partners, sexual harassment that happens in the streets and workplace is now also happening on the internet, and women's rights to privacy and bodily integrity is being threatened through abuse of her personal data such as photographs, passwords and online communication.
- To change this reality, we have to take control of technology, and exercise our right to define, access, use and shape ICTs for its potential to transform power relations, towards a vision and reality of equality. Many people are already doing this, and Take Back The Tech! is a call to grow this movement.
- We believe that it is possible to end violence against women if every single girl, woman, man and person approaches ICTs with an aim to change unequal power relations, take action and commit to changing the way that our spaces are defined and developed.

ABOUT YOUR TAKE BACK THE TECH! CAMPAIGN

- Tell a story about how violence against women connects with ICTs in your context. Stories have the power to surface complexities in a simple way that is grounded in reality. It also allows us to connect and understand. You can refer to the Take Back The Tech! digital stories library for ideas.
- Speak about why you are organising a Take Back The Tech! campaign. What is the specific issue you wish to address in your context? What are the specific challenges on violence against women and ICTs that are faced where you are? Create 3-4 easy to understand talking points.
- Share your plans or ideas. Who is participating, how many people you aim to connect with and participate at the event, where will it happen, what kinds of actions are you planning. Think about what is newsworthy about your campaign if you are speaking to the media (e.g. important people, current issues, number of people etc.)

You can also refer to other materials in the full campaign kit to help you organise your campaign!



TAKE CONTROL OF TECHNOLOGY TO END VIOLENCE AGAINST WOMEN

16 DAYS OF ACTIVISM AGAINST GENDER BASED VIOLENCE CAMPAIGN www.takebackthetech.net | ideas@takebackthetech.net