

ANNUAL HUMAN RIGHTS CAMPAIGN ON PRIVACY IN THE DIGITAL AGE

ELSA INTERNATIONAL
2021/2022



elsa

The European Law Students' Association

Foreword

The upcoming Annual Human Rights Campaign aims to draw the Network's attention to the major issues that society faces in the digital environment, expressly in the matter of privacy. In this regard, the Campaign constitutes great potential to raise awareness about the main issues that pose a threat to one of the most significant civil liberties, as well as an opportunity to bring the Network together into one joint effort to tackle the issues that we, as law students, find important to speak out about.

Therefore, the main priority regarding the Annual Human Rights Campaign is to use it not only for the purposes of raising awareness, but also to bring a positive change to society. In order to do that, we want to expand its reach, turning it into an effort addressed at civil society, so as to understand its approach towards privacy and digital tools. That is why a big focus for this year shall be to target individuals not related to law, but from different backgrounds. Furthermore, it is vital to include the perspective of National Groups and their Coordinators, to create a comprehensive list of challenges and recommendations that represent the entire Association. This Campaign represents ELSA's voice regarding human rights and, for that, the national perspectives need to be taken into account. To that end, we intend on clearly defining the role of the International Board of ELSA and that of the National Coordinators, so as for all of us to understand our tasks and responsibilities, from the start.

With that in mind, the International Board of ELSA presents to you its plans regarding the Annual Human Rights Campaign and how you can assist us in being the change regarding privacy in the digital age.

Purpose

This year, the aim of the Annual Human Rights Campaign is two-fold: to educate and to advocate for the changes that our Association stands for.

When it comes to educating, our goal shall be to broaden our scope of action. With advocacy our intent should be to include civil society as a whole and put our efforts into initiatives that are meaningful to us all. With that in mind, we shall aim at understanding the core issues that society faces in the digital environment and educate it about the risks they are subject to, as well as the rights they have.

Secondly, we intend to bring practical changes to reality. For that reason, research is key. We want to focus on studying how society engages with technology and the recent digital developments. With this, we shall understand the problems society faces when dealing with these tools and, from then on, we can discuss within our Network and with our stakeholders what can be improved and how.

Structure

The Annual Human Rights Campaign will be divided into three phases : research, reporting and bringing change.

1 - Research

During the research phase, our aim shall be to collect data regarding society's approach to the digital environment. Thus, our intent is to include society as a whole. Mostly, we intend on collecting information regarding:

1. Teenagers (14-18 year olds);
2. Young adults (18-35 year olds);
3. Middle-aged adults (35-55 year olds);
4. Older adults (55 and older).

This research will be conducted through different means, whether through surveys or through events aimed at creating forums of debate, so as to discuss the potential problems that we all face when we interact with technology. Regarding the surveys, these will be prepared by the International Board of ELSA and sent out to the National Coordinators to spread within their Networks, in order to collect the maximum number of responses as possible from the different groups, and in order to have unified results.

On the other hand, the National Coordinators will be encouraged to prepare other events with the aim of contributing to the advocacy phase with more information. These events may adopt a debate structure, to put the participants in contact with one another and with the matters in

discussion. In this regard, National Groups will be free to prepare the events they see fit for the purposes of the Campaign as well as the interest of their participants. Nevertheless, National Coordinators shall send short summaries of the events they want to organise, in the form of an action plan, to the International Board of ELSA. The template of these documents shall be provided by the International Board of ELSA.

Also, projects related to legal research on the topic at hand are equally encouraged. Here, National Coordinators can conduct a research on the current national parameters regarding privacy in the digital environment, or even cooperate with other National Coordinators in order to compile a comparative study of the applicable laws.

The research phase shall be conducted throughout the year, with a special emphasis on the first semester, to serve as a basis for the other two phases of the Campaign. In that sense, National Coordinators shall be invited to present their action plan early on.

2 - Reporting

From the collected data, we shall draw conclusions. That is what the reporting phase is meant for. Here, after obtaining the feedback we need from our targeted audience, we shall report on our findings, so as to understand the issues we found, in which groups and why. Also, this phase will serve to report on the participants' opinion on how to change the issues at hand.

These reports are meant to be done on a monthly basis, with the intent of reporting on the knowledge it brought to ELSA and how it can be used in the third phase of the Campaign. Lastly, these reports can also be used to engage with third parties, in order to obtain their feedback on the conclusions that were drawn.

On the other hand, the participation of the Council of Europe in our Annual Human Rights Campaign has been a constant during previous years. This term, however, we want to bring this cooperation to the next level, by attracting a bigger audience and partners to them. As an example, during the ELSA Day Webinar we intend on disclosing the initial results of our research endeavours and discuss the problems shown.

Lastly, the National Coordinators are expected to participate in reporting calls with the International Board of ELSA and the other National Coordinators, to discuss the progress being done, as well as the next steps to be implemented nationally and internationally.

3 - Bringing change

Lastly, with the information that was collected and reported, we intend on making a difference. How? By aiming at changing what needs to be changed and by educating society on the rights they have and how to make use of them.

This will be done at a later stage of the Campaign, when we will have a broad understanding of how society, in the countries where ELSA is represented, deals with technology and the digital environment. We intend on joining the National Coordinators of each National Group into one single room to discuss the results we had in each of our realities, what needs to change and what to do in that regard. We shall also include other stakeholders to make the discussions as fruitful as possible. Our intent is to create this forum of discussion at the end of April.

Besides educating, we aim at raising awareness on the threats our privacy faces in the digital era. For that, social media campaigns prove invaluable to spread out the message in a concise and easily understandable way.

During the term, we will target the international days that are the most related to the selected topic, as well as invite our partners to share their opinions, so as to spread the word as much as possible.

The selected days are:

- 10th December - Human Rights Day;
- 26th April - World Intellectual Property Day
- 17th May - World Telecommunication and Information Society Day

Division of tasks

Developed both at an international and national level, the Annual Human Rights Campaign will be a joint effort of National Groups - through their National Coordinators - and the International Board of ELSA.

Research phase

<p>The International Board of ELSA shall:</p> <ol style="list-style-type: none"> 1. Prepare of the materials to be used; 2. Prepare of the surveys to be filled; 3. Coordinate the National efforts; 4. Gather support from externals. 	<p>The National Coordinators shall:</p> <ol style="list-style-type: none"> 1. Ensure that the surveys are filled by a substantial number of people from each category of targeted people; 2. Organise discussion events; 3. Consult the International Board of ELSA on the events to be organised; 4. Fulfill the tasks sent out by the International Board of ELSA.
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Reporting phase

<p>The International Board of ELSA shall:</p> <ol style="list-style-type: none"> 1. Organise Webinars with the Council of Europe to disclose the results from the Campaign and open space for debate; 2. Provide National Coordinators with the templates for reporting; 3. Gather the reports submitted by the National Coordinators and develop a final report; 	<p>The National Coordinators shall:</p> <ol style="list-style-type: none"> 1. Submit monthly reports to the International Board of ELSA regarding the efforts taken; 2. Promote the materials and posts developed by the International Board of ELSA; 3. Develop discussion panels with externals where the reports are discussed and potential solutions found; 4. Consult the International Board of ELSA on the events to be organised;
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Bringing Change phase

<p>The International Board of ELSA shall:</p> <ol style="list-style-type: none"> 1. Organise a Forum of discussion between the International Board of ELSA and the National Coordinators, in order to prepare the Annual Human Rights Campaign Final Report; 2. Define a strategy to ensure an impactful application of the results obtained; 3. Engage with the relevant international organisations to share the results obtained; 4. Develop international social media campaigns on relevant international days. 	<p>The National Coordinators shall:</p> <ol style="list-style-type: none"> 1. Participate in the Forum developed by the International Board of ELSA; 2. Apply the strategy set out by the International Board of ELSA; 3. Promote the International Board of ELSA's posts and social media campaigns.
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Timeline

Appointment of the National Coordinators	30 September 2021
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Period for national events	November - March
Deadline for the International Board of ELSA to release the surveys	25 October 2021
Deadline for National Coordinators to present action plans	31 October 2021
Deadline for surveys	15 November 2021
First Webinar with the Council of Europe	24 November 2021
Human Rights Day	10 December 2021
World Intellectual Property Day	26 April 2022
Potential date for the Annual Human Rights Forum	April - May
World Telecommunication and Information Society Day	17 May 2022
Deadline for the presentation of the Final Report	1 June 2022