# ZAINA FOUNDATION

# THE DIGITAL RIGHTS COALITION - TANZANIA

## STRATEGIC ADVOCACY PLAN FOR 2024 - 2026

# EXECUTIVE SUMMARY

Zaina Foundation coordinates the Digital Rights Coalition (DRC) in Tanzania. The coalition unites 120 likeminded Civil Society Organizations (CSOs) across the country to collectively advocate for digital inclusion, online safety, and robust policy frameworks safeguarding digital rights and the freedom of expression in Tanzania. The overall aim is to ensure that freedom of expression and digital rights is observed as per Article 18 of the United Republic of Tanzania Constitution (1977) and the best global practices. Through initiatives that bridge the digital divide, Zaina Foundation and the DRC aim to empower Tanzania communities, foster innovation, and uphold human rights in the digital age.

This Strategic Advocacy Plan is set to streamline DRC's Members' collective advocacy efforts on the promotion and protection of the freedom of expression and digital rights in Tanzania. The Plan aligns with DRC's overarching goal to create equitable digital spaces and ensure digital rights for all Tanzanians.

Through this Strategic Advocacy Plan, the DRC members plan to contribute to an improved legal framework and a sensitive digital rights society, this will be achieved through implementation of planned strategic activities that include; Funds and Resource Mobilization, Capacity Building and Training, Public Awareness Campaigns, Policy Advocacy and Engagement, Research and Documentation, Community Outreach and Youth Engagement, Advocacy Through Collaboration and conduct of Monitoring and Evaluation of the implementation.

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# 1. INTRODUCTION

Zaina Foundation is a Non-Governmental Organization (NGO) which was founded in 2017 and registered under the NGO's Act of 2002 with the aim of promoting digital rights and inclusion in Tanzania. Zaina Foundation was also registered in Zanzibar in 2022 according to the Society Act No 6 of 1995. Our mission is to create safe spaces for women online while ensuring adherence to digital rights. We do envision a world where digital rights for women are protected and respected through advocacy on internet freedom, digital security skills, policy reforms, collaborations, workshops and convening.

Zaina Foundation coordinates the Digital rights Coalition with 120 Civil Societies representation with the aim of achieving a collective advocacy effort on the promotion and protection of the freedom of expression and digital rights in Tanzania.

This Strategic Advocacy Plan aligns with DRC's overarching goal to create equitable digital spaces and ensure digital rights for all Tanzanians.
Central to this plan are the coalition's strategic objectives, which focus on addressing critical gaps in digital inclusion, literacy, policy frameworks, and the protection of vulnerable groups.ections.
In 2025, Tanzania's General Election presents a crucial opportunity for the DRC to integrate its planned activities to support free, fair, and digitally secure elections. By addressing challenges related to misinformation, online harassment, and equitable digital access, the DRC aims to empower voters, particularly marginalized groups, and uphold democratic principles.

The Key objectives of the DRC this Strategic Advocacy are underscored herein below.

Firstly, the DRC is committed to promoting digital inclusion by ensuring equitable access to the internet and digital tools, particularly for marginalized communities. This includes reducing the digital divide and empowering underserved populations to actively participate in the digital economy and civic spaces. The coalition also seeks to enhance digital literacy and cybersecurity awareness by equipping individuals with the knowledge and skills required to navigate digital spaces safely and effectively. These efforts aim to build resilience against cyber threats and foster informed digital citizenship.

Another cornerstone of the strategy is advocating for robust digital policies. By working closely with policymakers, the coalition aims to develop and implement laws that protect online freedoms, privacy, and data security. This includes influencing legislation that fosters a safe and open internet environment for all Tanzanians. Additionally, the DRC prioritizes combating online gender-based violence (OGBV) through targeted advocacy and programs that address cyberviolence, particularly against women and other vulnerable groups. These initiatives aim to create safer online spaces and empower victims with the tools to protect themselves.

Finally, the coalition recognizes the importance of building its own capacity to sustain advocacy efforts. By strengthening the skills and resources of its member organizations, the DRC ensures its ability to mobilize resources and effectively address emerging digital rights challenges. Collectively, these strategic objectives form the foundation for the DRC's efforts to promote an inclusive, safe, and equitable digital environment in Tanzania.

## 2. STRATEGIC OBJECTIVES

**The DRC and Zaina Foundation is set to achieve the following objectives**

2.1. Promote Internet Freedom and Digital Inclusion
*Ensure equitable access to the internet and digital tools, particularly for marginalized communities.*
2.2. Enhance Digital Security Awareness
*Equip individuals with knowledge and skills to navigate digital spaces safely.*
2.3. Advocate for Robust Digital Rights Policies
*Work with policymakers to develop and implement laws protecting online freedoms, privacy, and data security.*
2.4. Combat Online Gender-Based Violence (OGBV)
*Advocate for policies and programs to prevent cyberviolence, especially targeting women and vulnerable groups.*
2.5. Strengthen Coalition Capacity
*Build the capacity of DRC member organizations for sustained advocacy and resource mobilization.*

## 3. PRIORITY ADVOCACY AREAS

a) Digital inclusion and equitable internet access.
b) Online safety and combating cyberbullying.
c) Privacy and data protection.
d) Bridging the gender digital divide.
e) Ethical use of emerging technologies (Example Artificial Intelligence AI)
f) Internet Freedom.
g) Expanding Civic Space using technology.

## 4. SWOT ANALYSIS

The DRC members conducted the SWOT analysis to identify its Strengths, Weaknesses, Opportunities and Threats. This analysis secures the coalition's position and guarantees efficiency during the plan implementation.

## Table 1: SWOT analysis Matrix - informed by DRC members

**STREGTHS:**

1. Expertise in digital rights and legal frameworks within the coalition.
2. Strong manpower and large membership base (120 members), enhancing advocacy and awareness reach.
3. Resourcefulness of member organizations (e.g., offering venues and other resources in the absence of funding).
4. Influence and cooperation in advocating for change.
5. Large youth demographic as a strength for outreach and participation.
6. Established global awareness and expertise in digital rights.
7. Effective use of social platforms for advocacy and engagement

**WEAKNESSES:**

1. Insufficient funding to fully implement activities and sustain the coalition.
2. Dependency on external resources and lack of internal capacity building.
3. Lack of widespread awareness of digital-related policies, rights, and relevant information among coalition members.
4. Conflicting priorities within the coalition.
5. Capacity gaps in effectively addressing technical and advocacy needs.

**DRC SWOT ANALYSIS**

**OPPORTUNITIES:**

1. Growing awareness of digital rights and increased smartphone and internet usage.
2. Policy advocacy opportunities to influence laws and regulations.
3. Potential for partnerships with tech companies, international organizations, and other stakeholders.
4. Public awareness growth on digital rights and ethical technology use.
5. Expanding the coalition's strength through funding and strategic collaborations.
6. Leveraging digital platforms for education, advocacy, and innovation

**THREATS:**

1. Government backlash, including censorship, surveillance, and targeting digital rights advocates.
2. Political resistance and potential changes in the political regime.
3. Dependence on network providers and their pricing strategies.
4. Cybersecurity threats, misinformation, and online harassment.
5. Internet shutdowns that limit outreach and advocacy.
6. Policy gaps that hinder effective implementation of digital rights initiatives.
7. Internal divisions within the coalition affecting coordination and focus.

## 5.     POLICY GAPS

**The following policy gaps that will be the major focus of DRC's advocacy reforms initiatives are:**

(a) The Personal Data Protection Act No. 11 of 2022. Specifically, sections; 11 (1), Section 19 and 20.
(b) The Cybercrimes Act No. 14 of 2015.
(c) The Electronic and Postal Communications (Online Content) Regulations (2020).
(d) The Media Services Act No. 15 of 2016.
(e) Advocacy for the adoption of regulations and enactment of the sensitive online gender violations laws and regulations.
(f) Adoption of the Regulations to control the use of Artificial Intelligence in Tanzania.

The following are the category of advocacy activities to be implemented by the DRC members.

## 6.1. Capacity Building and Training

**a) Workshops on Digital Literacy**
Target youth, women, and marginalized groups to enhance their skills in navigating digital spaces effectively and responsibly.

**b) Cybersecurity Awareness Campaigns**
Conduct training programs for educators, community leaders, and young advocates on online safety, privacy practices, and recognizing cyber threats.

**c) Training for Policymakers**
Develop sessions for government officials and regulators to promote the inclusion of robust digital rights policies in national strategies.

**d) Training of Trainers (ToT)**
Equip youth educators and community leaders with the skills to cascade knowledge in their communities and institutions.

**e) Digital Security Training**
Provide training on safe navigation of online platforms, protection against phishing, and use of encryption tools for enhanced privacy.

**f) Election-Specific Workshops**
Train election observers and community leaders on detecting and reporting digital rights violations during the 2025 General Election.

## 6.2. Public Awareness Campaigns

**a) Digital Rights Media Campaign**
Utilize radio, television, and social media platforms to disseminate information on digital rights.

**b) Community Dialogues**
Engage local communities in interactive sessions focusing on privacy, data protection, and online safety.

**c) Educational Materials**
Develop and distribute handbooks, infographics, and online courses in both Swahili and English to promote digital literacy.

**d) Social Media Safety Initiatives**
Create campaigns addressing cyberbullying, online harassment, and scams, targeting youth and women.

**e) Voter Education Programs**
Raise awareness about the importance of digital rights in elections, including combating misinformation and promoting safe online civic participation.

## 6.3. Policy Advocacy and Engagement

**a) Stakeholder Roundtables**
Host discussions with responsible government authorities and nongovernment institutions including but not limited to; the Ministry of Communication and Information Technology, Ministry of Ministry of Community Development, Gender, Women and Special Groups, The Ministry of Constitution and Legal Affairs, TCRA, CSOs and other authorities to address Online Gender-Based Violence (OGBV) and data protection gaps.

**b) Policy Briefs and Reports**
Publish research findings and recommendations on emerging digital rights challenges, including internet shutdowns and privacy violations.

**c) Advocacy Campaigns**
Partner with international organizations to campaign for global standards, such as the African Declaration on Internet Rights and Freedoms.

**d) Legislative Engagement**
Work closely with parliamentarians to champion the introduction of comprehensive digital rights bills.

**e) Election Advocacy Forums**
Advocate for transparent internet governance and combat digital censorship during the General Election.

## 6.4. Research and Documentation

**a) Studies on Online Harassment**

Investigate the prevalence and impact of cyberbullying and gender-based violence in Tanzania.

**b) Digital Access Reports**

Analyze internet accessibility and affordability, particularly in rural areas.

**c) Documentation of Violations**

Develop a database to record instances of digital rights violations, including censorship and surveillance.

**d) Election Monitoring Reports**

Publish findings on digital rights violations during the election period, including instances of misinformation and online harassment.

e) Establishment of the DRC Strategic Communication Centre.

## 6.5. Community Outreach and Youth Engagement

**a) Digital Literacy Programs**

Implement training for schools in rural areas, emphasizing internet safety and responsible usage.

**b) School Clubs**

Establish digital rights clubs in secondary schools and universities to foster activism and innovation.

**c) Hackathons/Code Dev and Innovation Challenges**

Organize national competitions for youth to develop tech solutions addressing digital rights challenges.

**d) Support Groups**

Create online platforms for victims of cyberviolence to access resources, counseling, and peer support.

**e) Gender-Specific Initiatives**

Train women aspirants' candidates for 2025 elections on managing and mitigating online harassment.

## 6.6. Advocacy Through Collaboration

**a) Private Sector Engagement**

Partner with telecom providers and tech companies to ensure transparency and affordable access.

**b) Regional Partnerships**

Collaborate with East African CSOs to harmonize digital rights policies across borders.

**c) Global Advocacy Networks**

● Join international coalitions like the Internet Governance Forum to amplify Tanzania's voice in shaping digital futures.
● Zaina Foundation and DRC will convene the Net rights Forum in Tanzania as part of its digital rights advocacy initiatives.

**d) Election Advocacy Partnerships**

Work with election bodies and civil society groups to promote safe and secure digital engagement during elections.

## 7.    EXPECTED OUTCOMES

***The following are the DRC expected outcome.***
a) Increased awareness and understanding of digital rights among Tanzanians.
b) Enhanced digital safety and privacy practices, particularly for vulnerable populations.
c) Stronger legal frameworks to protect online freedoms and data privacy.
d) Reduced instances of online harassment and gender-based violence.
e) Greater coalition visibility and impact on national and regional digital rights advocacy.
f) Transparent and digitally secure election processes.

## 8.    PROPOSED ADVOCACY MATERIALS

DRC will prepare and utilize various advocacy materials to achieve its purpose. The following key advocacy materials to be used:
a) Policy Briefs and Reports: Provide evidence-based insights and recommendations on digital rights and election-related challenges.
b) Infographics and Handbooks: Develop visually engaging and accessible guides on topics such as online safety, privacy, and combating misinformation.
c) Research Publications: Produce studies on digital access, online harassment, and election monitoring to support advocacy efforts.
d) Training Toolkits: Prepare comprehensive resources for workshops, tailored to youth, women, and election observers.

## 9.    COMMUNICATION MATERIALS

Various impactful communication materials will be used by DRC to communicate categorically, reach and influence its audience. Among them, the following materials will be utilized:

a) **Social Media Campaign Content:** Design posts, videos, and hashtags for awareness campaigns on digital rights and voter education.
b) **Radio and Television Scripts:** Develop engaging scripts for broadcasting critical messages about safe online practices and election transparency.
c) **Posters and Flyers:** Create print materials to distribute during community outreach programs and events.
d) **Digital Literacy Modules:** Prepare multimedia courses to be shared via online platforms and training sessions.
e) **Press Releases and Newsletters:** Communicate key milestones, findings, and advocacy calls to action to media and stakeholders.

## 10.     RESOURCE MOBILIZATION PLAN

Zaina Foundation and DRC will use different strategies in ensuring that the intended activities are funded and implemented successfully. The following strategies will be utilized:

**a) Donor Engagement:** Develop proposals to secure funding from international and local donors. This will be utilized by individual members and through Zaina Foundation as a coordinating organization.

**b) Partnerships:** Collaborate with other like-minded partners including philanthropic organizations and private sector entities like telecom companies operating in Tanzania.

**c) Crowdfunding Campaigns:** Leverage digital platforms to raise funds.

**d) Member Contributions:** Encourage financial contributions from coalition members.

## 11.     MONITORING, EVALUATION AND LEARNING (MEL)

Zaina Foundation will lead the DRC coalition members in controlling the implementation of the plan and conduct thorough evaluation immediately after the end of the plan. This will ensure that the DRC Annual Plan implementation meets the targets, the DRC programs are sustainable, and confidence is attained by the partners, members and beneficiaries to guarantee future funding and partnerships. The following metrics will be applied:

**a) Indicators:** Track metrics such as community engagement, policy influence, and public awareness levels.

**b) Quarterly Reviews:** Assess progress and make necessary adjustments.

**c) Impact Reports:** Publish findings annually to showcase achievements and lessons learned

## 12.     IMPLEMENTATION TIMELINE

|  | ACTIVITY | Q1 | Q2 | Q3 | Q4 |
|---|---|---|---|---|---|
| 1. | DRC National Meeting (Online) | ✓ |  |  | ✓ |
| 2. | Fundraising | ✓ |  |  |  |
| 3. | Policy and Legal Analysis | ✓ | ✓ | ✓ | ✓ |
| 4. | Prepare Advocacy and Comm Materials | ✓ |  | ✓ |  |
| 5. | Digital Security Campaign and Internet Shutdowns trainings | ✓ | ✓ | ✓ | ✓ |
| 6. | Policy engagement forums |  | ✓ | ✓ | ✓ |
| 7. | Community outreach programs |  | ✓ | ✓ | ✓ |
| 8. | Documentation of violations | ✓ | ✓ | ✓ | ✓ |
| 9. | Youth hackathons and digital rights clubs |  | ✓ | ✓ | ✓ |
| 10. | General Election (2025) Civic Space activities |  | ✓ | ✓ | ✓ |
| 11. | Net Rights Forum |  |  | ✓ |  |
| 12. | Reflection Meetings | ✓ |  |  | ✓ |
| 13. | Implementation Monitoring |  | ✓ | ✓ | ✓ |
| 14. | Evaluation & Annual Report |  | ✓ |  | ✓ |