Recipes for a
Digital Revolution

Latin America

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Foreword

Is there a secret recipe for saving the Open Web? We've already seen people power win countless battles for free speech and digital rights. If we can get those victories to multiply across borders – and from one activist kitchen to another – we believe there's reason to be optimistic.

This is the first edition of a series of cookbooks with recipes for campaigns and actions. While the flavours of every region may vary, we believe you can find the ingredients anywhere in the world. Just season every dish with passion, humour and determination!

The recipes in this book are based on exquisite campaigns from Latin America. We present them to you as a tool for discussion and for further development of your own ideas.

Renata Avila and Solana Larsen
Open Source Activism Chefs
Web We Want

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Internet Snails
in Andean Salsa Bolivia

Objective: To campaign for better and faster Internet access across a nation with limited connectivity.

Serving: An entire nation

Ingredients:
Snail costumes
Volunteers with good abdominal muscles
Permit to obstruct traffic
Cameras and communication strategy

Cooking directions:
Once you're tired of Internet at a snail's pace, get your sewing kit out and make snail costumes for a public protest that will humour onlookers and the press. Have a serious and clear campaign message for what connectivity you demand, from whom and at what price.

Who did this?
The association Mas y Mejor Internet Para Bolivia (More and Better Internet for Bolivia) took to the streets as part of their campaign for high speed internet at affordable rates.

When?
2014

Link:
Masymejorinternet.org.bo

Slow Cooked 24-Hour Crypto Rave Brazil

Objective: To teach as many people as possible to encrypt their email and phone communications and understand data security.

Serving: 1,000

Ingredients:
Awesome venue
Great speakers
A website
Crowd-funding campaign
Dozens of volunteers

Cooking directions:
Convince people that they can sleep better once their data has been encrypted! Plan a festive and informative "crypto party" event with a 24-hour program. Invite great speakers people will stay up to see. Facilitate workshops about all aspects of email, phone and data security.

Who did this?
Activists in Brazil (Crypto Rave) and Ecuador (CryptoQuito) held successful 24-hour events supported by the global software enterprise, ThoughtWorks.

When?
2015 and 2014

Link:
Cryptorave.org

Rubber Duck Stuffed With Data Colombia

Objective: To influence the development of new Internet legislation and the public debate about digital rights.

Serving: 268

Ingredients:
Rubber Duck USB Drives
Summary of key digital rights information
Volunteers to save data on drives
Plan for delivery to Congress

Cooking directions:
Organise a "hackathon" where volunteers save digital rights information onto dozens of USB drives shaped like yellow rubber ducks. Then give one duck to each member of Congress in your country to let them know you are monitoring the development of new legislation.

Who did this?
The Colombian grassroots coalition "RedPatoDos" (meaning "Internet for Everyone" in Spanish) plays on words to emphasise the middle syllables "Pato" (also meaning: "Duck").

When?
June 2015

Link:
Redpatodos.co

Internet Rights
Lasagna Brazil

Objective: To pass a bill of rights for the Internet through a multi-layered strategy.

Serving: An entire nation

Ingredients:
An engaged parliamentarian
Crowdsourcing platform
Broad coalition of support
Positive media coverage
Creative street stunts (and permits!)

Cooking directions:
Convene experts to draft a bill and formulate a strategy. Explain goals simply and powerfully on campaign website. Crowdsource feedback. Map your allies and recruit a key politician. Add spice with street stunts, art exhibitions and social media memes to drive support.

Who did this?
A broad coalition of activists in Brazil achieved the passing of the "world's first Internet bill of rights" (Marco Civil) through collaboration with parliamentarian Alessandro Molon.

When?
2014

Link:
http://bit.ly/1iF5BK1

Homecooked Mobile Network Mexico

Objective: To create community mobile phone networks in rural areas not covered by telecommunications companies.

Serving: 3,000

Ingredients:
Villages with no cell phone coverage
Radio spectrum that can be used for community initiatives
Manuals, open source software and network equipment
A plan for installation, maintenance and repair of technology
Community members trained to do maintenance

Cooking directions:
Gather the know-how and funds (around $7,500) to build a local mobile network that offers free or inexpensive calls within a local community, and long distance calls over the Internet. If needed, team up with a lawyer to get radio spectrum designated for community initiatives.

Who did this?
Rhizomatica created 19 cell phone networks in the state of Oaxaca in Mexico serving 3,000 people. And they helped change national telecommunications regulation.

When?
Since 2012

Link:
Rhizomatica.org

Data Privacy
Tacos Paraguay

Objective: To convince the government that national security is not a valid excuse for infringing on the privacy rights of citizens.

Serving: An entire nation

Ingredients:
A really bad idea for a new data retention law
A public education campaign
A petition, testimonials and powerful campaign video
Backup from international organisations

Cooking directions:
Hold public workshops, public hearings and lectures at universities, reaching hundreds directly. Apply relentless pressure on lawmakers to reject the law with media coverage that references surveillance under a former dictatorship. Involve international organisations to gain leverage.

Who did this?
Digital rights group TEDIC, Amnesty International, Electronic Frontier Foundation and thousands of citizens got Paraguayan lawmakers to unanimously reject a data retention bill dubbed #Pyrawebs.

When?
2015

Link:
Pyrawebs.tedic.org

#YoBorges
Alphabet Soup Argentina

Objective: To object to an unjust copyright claim by displaying the ease and beauty of hacking and remixing culture in the digital age.

Serving: Unlimited

Ingredients:
The complete works of a national writer in digital form
A random poem generator that remixes verses
A catchy hashtag
Outraged literary communities

Cooking directions:
Drum up support for a person accused of copyright infringement for a literary experiment involving the work of a national writer. Enable anyone to remix and share a randomly generated poem based on verses by the same author as an act of dissent. Generate public debate.

Who did this?
A popular campaign for justice (#YoBorges) ensued when the widow of Argentinian writer Jorge Luis Borges filed suit against another writer, Pablo Katchadjian. The result? Case dismissed!

When?
2015

Link:
Yoborges.com.ar

Mango Surveillance Manga [Paraguay]

Objective: To foster awareness among young people about digital privacy in an artistic and engaging way.

Serving: Unlimited

Ingredients:
A cartoonist (digital or analogue)
A creative brainstorming team
Good storytelling skills
Markers, crayons, scanners

Cooking directions:
Develop a dramatic storyline for a "manga style" comic that unravels a complex topic, like digital privacy, for a young audience frame by frame. Identify your heroes and villains and what actions will lead to a happy ending. Share the artwork under a Creative Commons license.

Who did this?
Online activist and graphic artist Francisco "Frankiano" Cardozo from Paraguay developed and distributed the online comic "Do Not Fear, I Just Care About You".

When?
2014

Link:
Dnfpy.blogspot.de

I <3 Internet Mousse Chile

Objective: To create a meme and viral videos that draw attention to Internet rights in a humourous but meaningful way.

Serving: Unlimited

Ingredients:
Actors who can kiss for 45 seconds
A declaration of love for Internet freedom
A video camera and editor
A hashtag for the meme

Cooking directions:
Write a declaration of LOVE to the Internet that highlights free speech, openness, access, innovation and privacy. Create a stylish video ("I love Internet. Do you?") where these principles are read out loud, while a couple kisses in the background.

Who did this?
Derechos Digitales (Digital Rights) in Chile created this cheeky campaign to get organisations to sign on to a Declaration of Internet Freedom and earn an "I <3 Internet" seal of approval.

When?
2014

Link:
Derechosdigitales.org/yoamointernet

Sensual Digital Security Pudding [Brazil]

Objective: To minimise the risk of public shaming or "revenge porn" by helping everyone, especially women, keep private photos and videos from falling into the wrong hands.

Serving: Unlimited

Ingredients:
A guide to photographic digital security
Enlist individuals who can speak openly
Gather testimonials
Create media campaign

Cooking directions:
First, acknowledge how common it is for lovers to send photos. Write or translate a guide to sharing pictures while protecting the anonymity of the sender. Educate people so they know that even photos on their own hard drives and email inboxes are at risk if hacked.

Who did this?
Coding Rights in Brazil created a "Sensual Guide to Digital Security" to draw attention to the risks and responsibilities of safe photo sharing online.

When?
2015

Link:
Codingrights.org

Write your own recipes:

What is the
Web We Want

The Web We Want is a global coalition started by the Web Inventor Sir Tim Berners Lee and coordinated by the World Wide Web Foundation. Tim designed the Web so it would be free and open for all to use. We are working to keep it that way. We defend the Internet as a public good and a basic right, as well as a catalyst for social justice and human rights.

We believe:
– in freedom of expression online and offline
– that everyone should have affordable access to the Internet
– that everyone should be entitled to privacy and
  private communications
– that the Web should be diverse, decentralised and open
– that no users or content should be favoured above others
  (net neutrality)

Work with us on translating those principles into action!

Link: Webwewant.org

"This cookbook will make you see internet activism in a whole new light!
★★★★★
Anonymous

10 delicious recipes from Latin America that will make you want to stir up your own ideas and serve them to your friends.