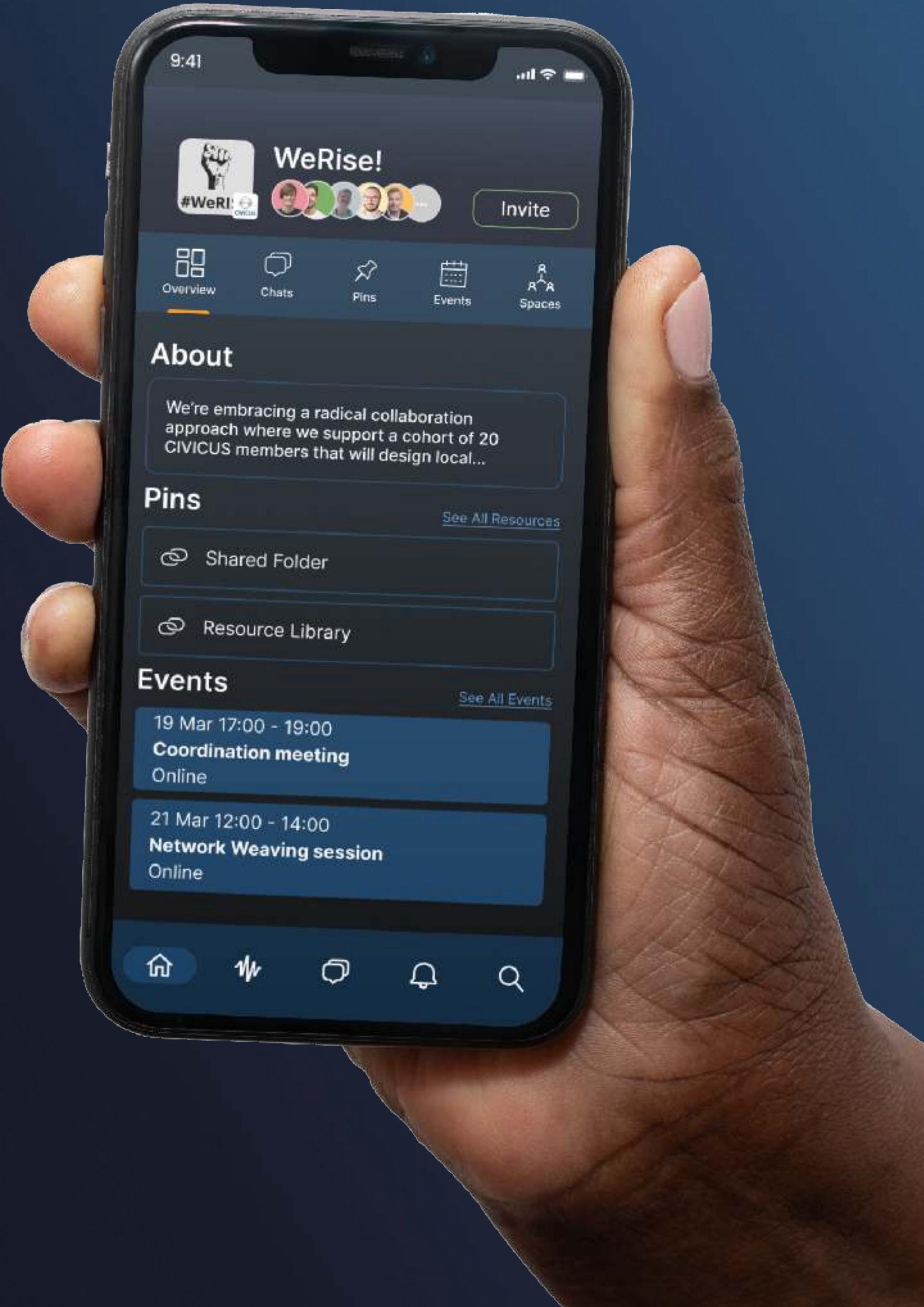


Empowering Activists & Human Rights Defenders **with Matrix**



Acter





Emil Vincentz

Executive Director, Acter

Activist

Father

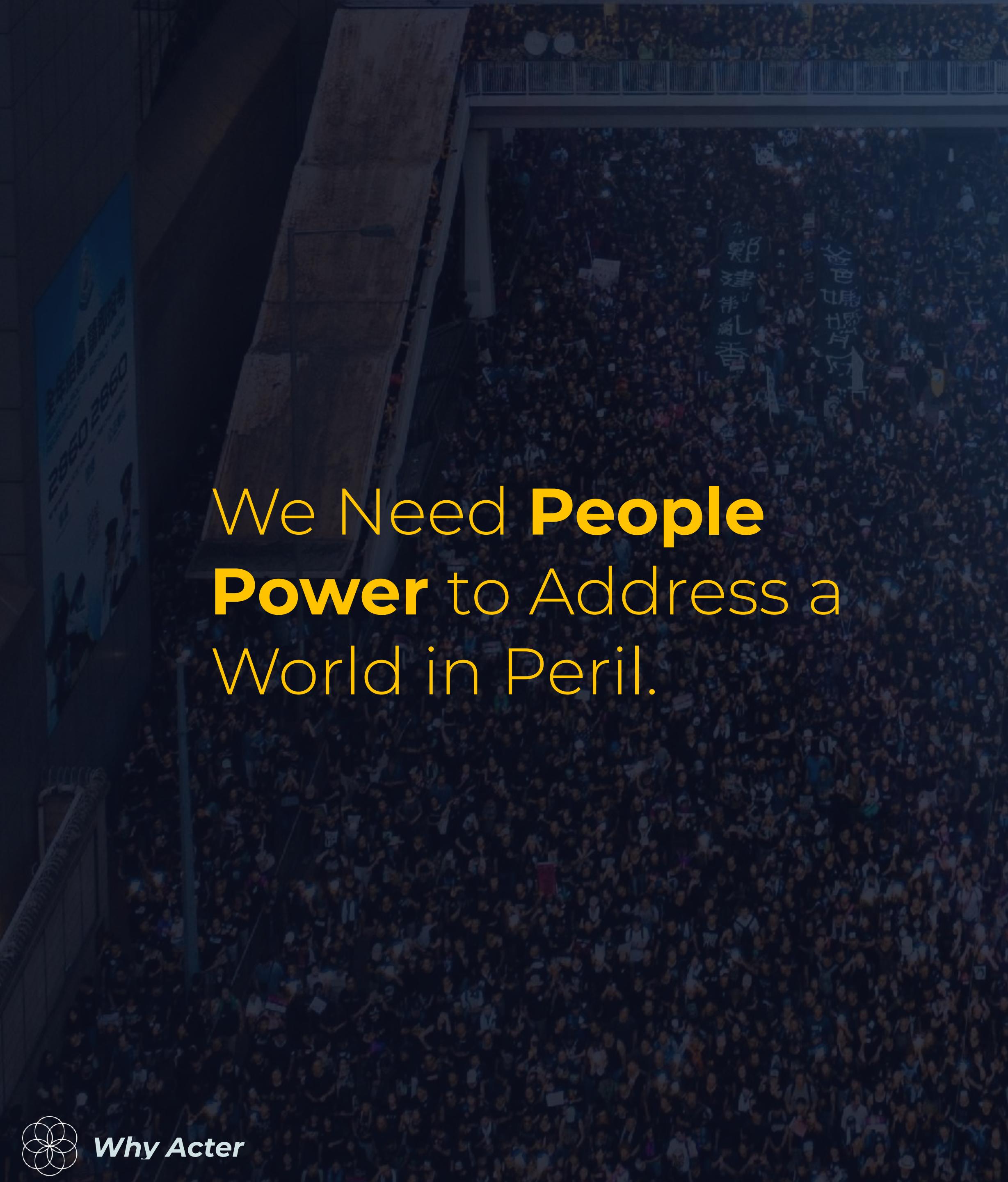
Idealist

(With some sense
of realism)

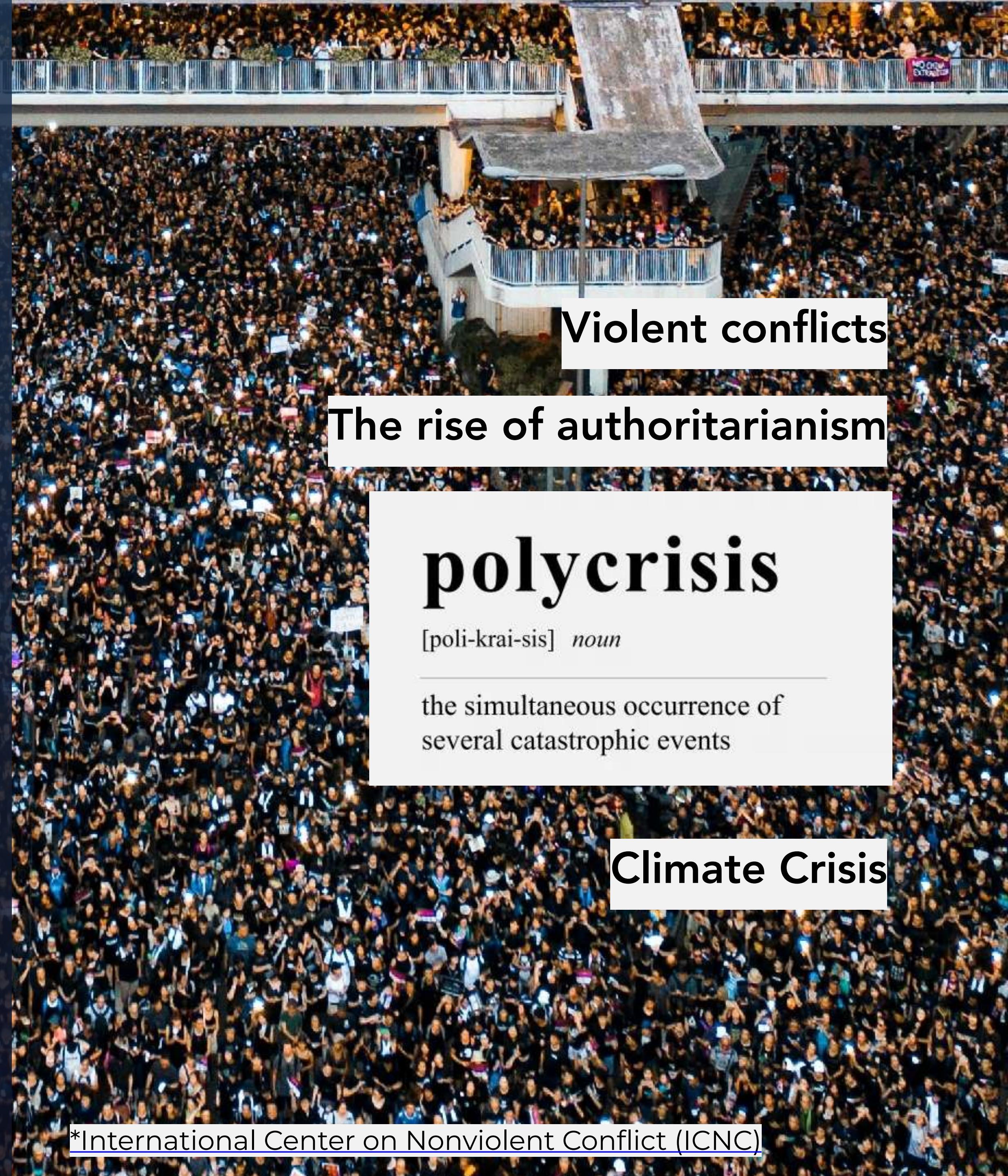


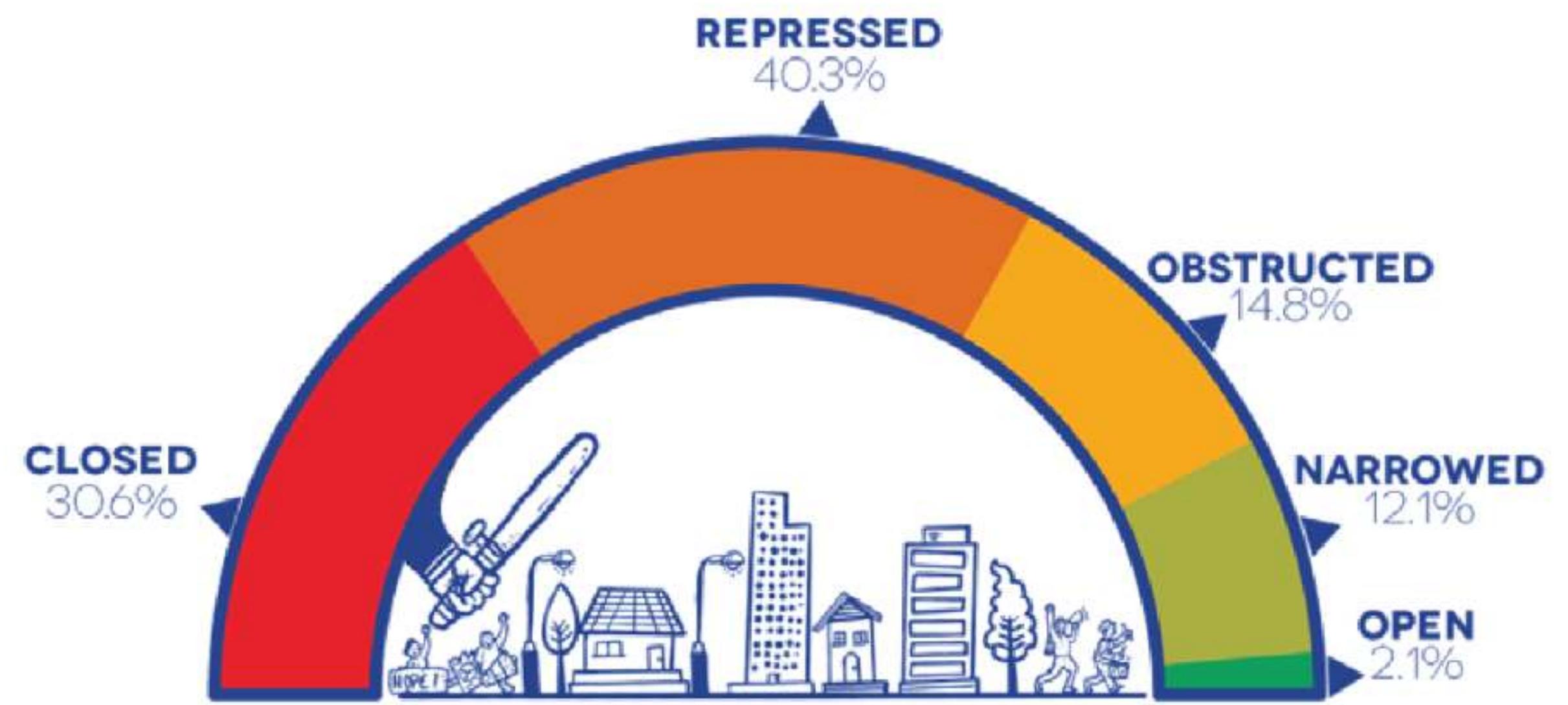
**Empowering Activists
& Human Rights
Defenders **with Matrix****

**WHY
HOW
WHAT**



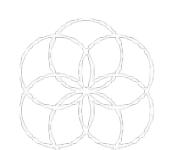
We Need **People**
Power to Address a
World in Peril.





30% of the world's population now lives in countries with closed civic space and only 2% in countries with open civic space.

Yet, civic space is on a downward spiral.



Digital tools have
become **critical**
infrastructure!



95% of 7500 CSOs, serving more than 190 million people, said the internet is vital to their ability to do their work. The number one service is chat and email, followed by social media.

*Source: Connect Humanity: State of Digital Inequality Report



Current tools are failing.



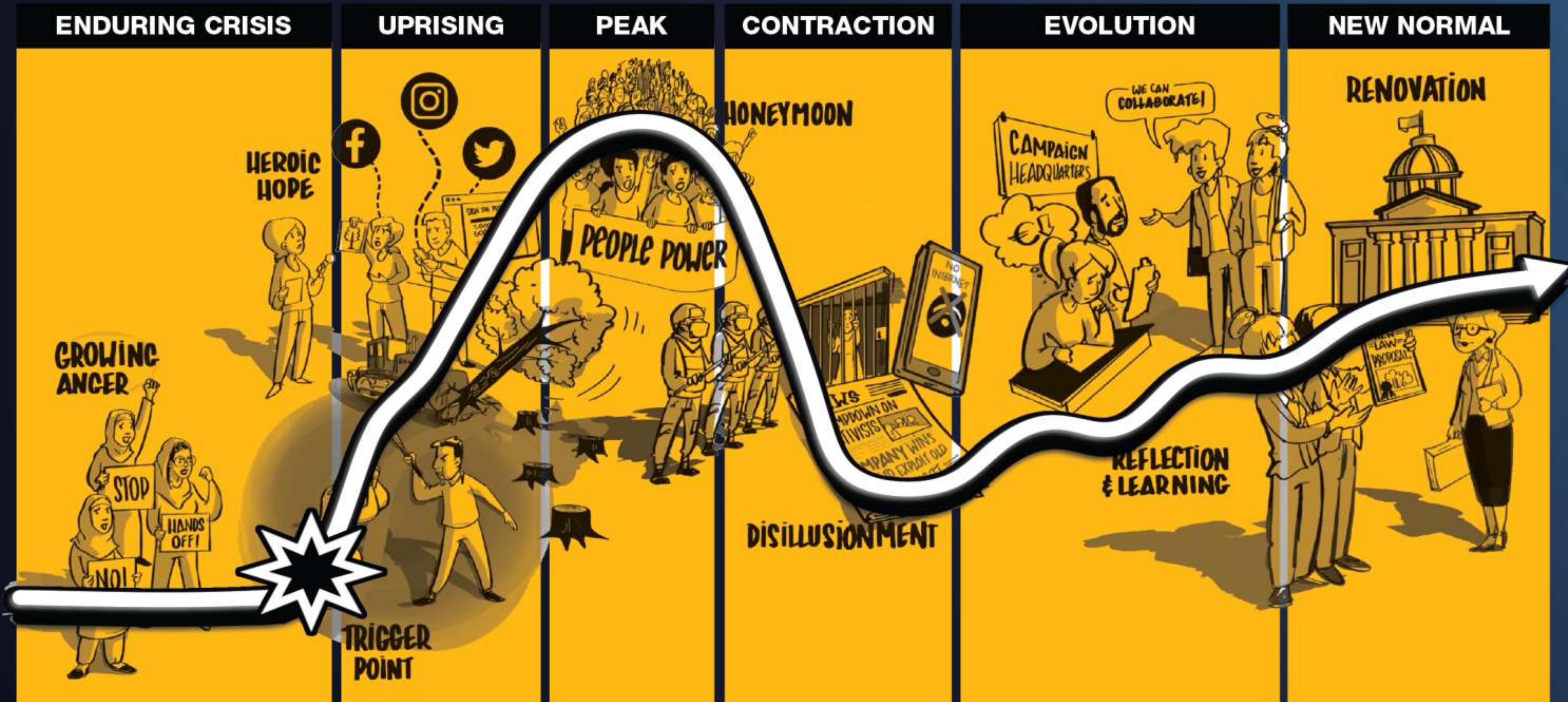
Who is doing what?

How do I engage?

What happened at the last meeting?

Who do I contact?





The Movement cycle #Beautiful Trouble



ENDURING CRISIS

UPRISING

PEAK

CONTRACTION

EVOLUTION

NEW NORMAL

Mobilizing = Social Media Apps



TRIGGER
POINT

Organizing = Instant Messaging Apps



DISILLUSIONMENT

REFLECTION & LEARNING

RENOVATION

The Movement cycle #Beautiful Trouble



Why Actor

Den Grønne Ungdomsbe...

#-omstillingen

3+ nye beskeder siden 16.10 på 10. august 2022

Kamille Funding (hun/hende) 10.08.2022

Velkommen til omstillingen! Her kan du skrive, hvis du har nogen spørgsmål om opgaven. Hvis du har nogen hjælpende hænder før og under folketingsvalgkampen, bliver stillet frem, så hiv fat i vedkommende, der har hjælpet dig.

Når opgaven er løst, bedes du reagerer med 🎉 på din opgave. Når opgaven er løst, bedes du reagerer med 🎉 på din opgave. Andre relevante roller, men undlad rigtig gerne @ events.

SKABELON TIL BESKEDER I OMSTILLINGEN

Hvad er opgaven: BARedgig har brug for hjælp til indkøb. Hvor lang tid tager opgaven: Indkøb tager en times tid. Hvor mange er der brug for: To - tre personer. Hvornår skal det være gjort: Inden fredag kl. 17. Hvem skal du hive fat i: Hiv fat i @Iben Lind (hun/hende).

Mette Susgaard 10.08.2022

Må jeg godt lige give et kæmpe skud ud til omstillingen?

ARC Events 18:05

General Conciertos en ALPUJARRAS

Samuele: 🔥🔥🔥 CHI GON...

Compra Venta Intercambio... 16:03

Anna 503

3 Photos

Fridays for Future Germ... 13:11

Linn (sie/ihr) 53

Diskussionen bitte in der Diskussio...

Ronja

Perfekt

Frederik Danmark Fri

Frederik Danmark joined Telegram

FFF HH Info Fri

Clara

!! Die heutige Demo wird abgesagt...

RZA-CWH barrio veterans Thu

Stephie

We are happy to announce...

24

Marker som læst

18.09 18 %

Søg

Chats

Contacts

Settings

Information overload = fatigue & burnout



Group Chat:

**The Best Way to Totally
Stress Out Your Peers**

1. Mental fatigue and exhaustion:
2. An ASAP culture
3. Fear of missing out or not having a say
4. Thinking a line at a time rather than a thought at a time
5. Over-informing everyone in real-time:
6. Chat reminds you that you're behind:
7. Manic context-shifting and continuous partial attention:
8. An inability to review and reference later
9. Lack of context
10. Presence, assumptions, and expectations
- 11....

Source: 37Signal

Group Chat:

The Best Way

Stress Out Your Peers

1. Mental fatigue and exhaustion:
2. An ASAP culture
3. Fear of missing out or not having a say
4. Thinking a line at a time rather than a thought at a time

"I scroll up and up and up, trying to find where I left off, like I've lost my place in a book that keeps getting longer as I read."

8. An inability to review and reference later
9. Lack of context
10. Presence, assumptions, and expectations
- 11....

Source: 37Signal

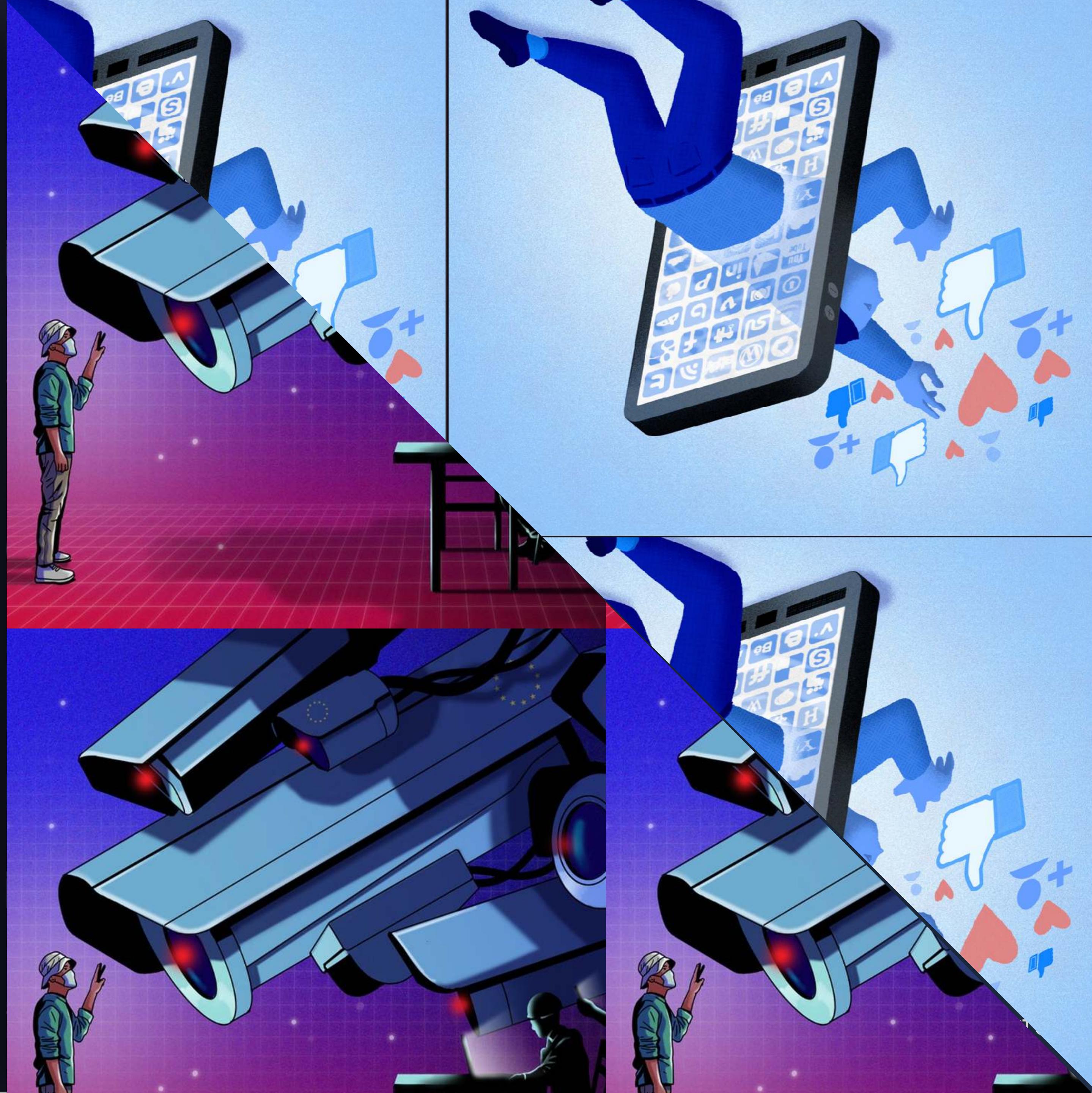
Transforming awareness into sustained action



**People are
endangered by the
tools they use**



Why Actor



Censorship



Focus on usage

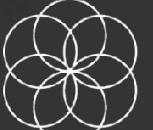
- Addiction
- Algorithms
- Extremism

Centralization

- A lot of power to few
- Democracy?
- Security

Sovereignty

- Data mining,
- Add-tech
- “U are the product”



Why should we care about this?



**The organized minority
always wins over
the unorganized majority**





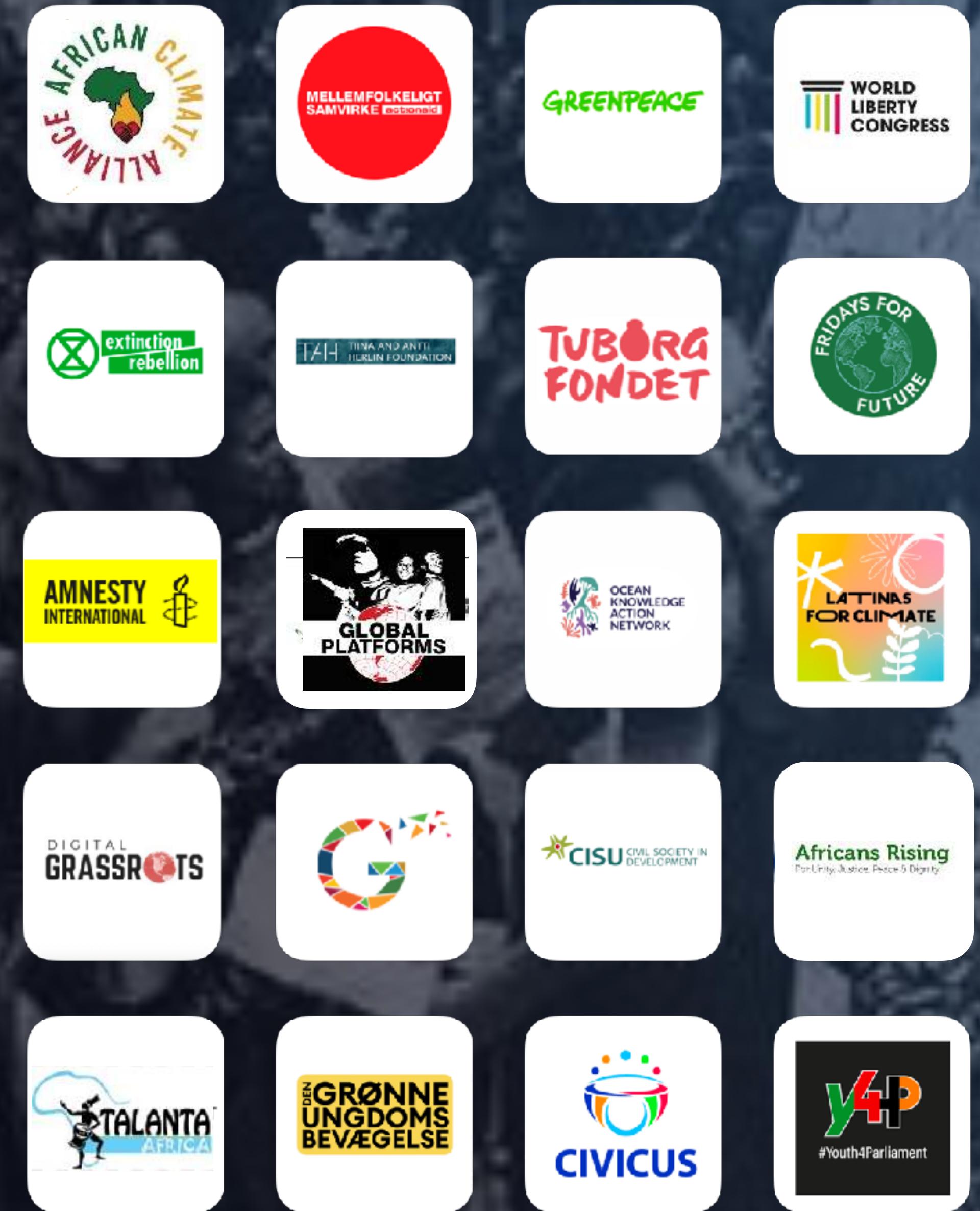
**Empowering Activists
& Human Rights
Defenders with Matrix**

**WHY
HOW
WHAT**



Acter is a non-profit, working
with a global coalition to

Re-imagine digital organizing.





Nalishebo
Social Movement Lead



Mirek
UX Lead



Benjamin
Product Lead



Talha
Developer



Emil
Partnership Lead



Jo
Community Lead



Kumar
App Lead



Eugene
Developer



David
Developer



Victor
Developer

Meet the team from

Pakistan 🇵🇰 China

Kenya 🇰🇪 Denmark 🇩🇰

Portugal 🇵🇹 Zambia 🇿🇲 Finland 🇫🇮

+15 Countries



Meet some of the Movements we support.

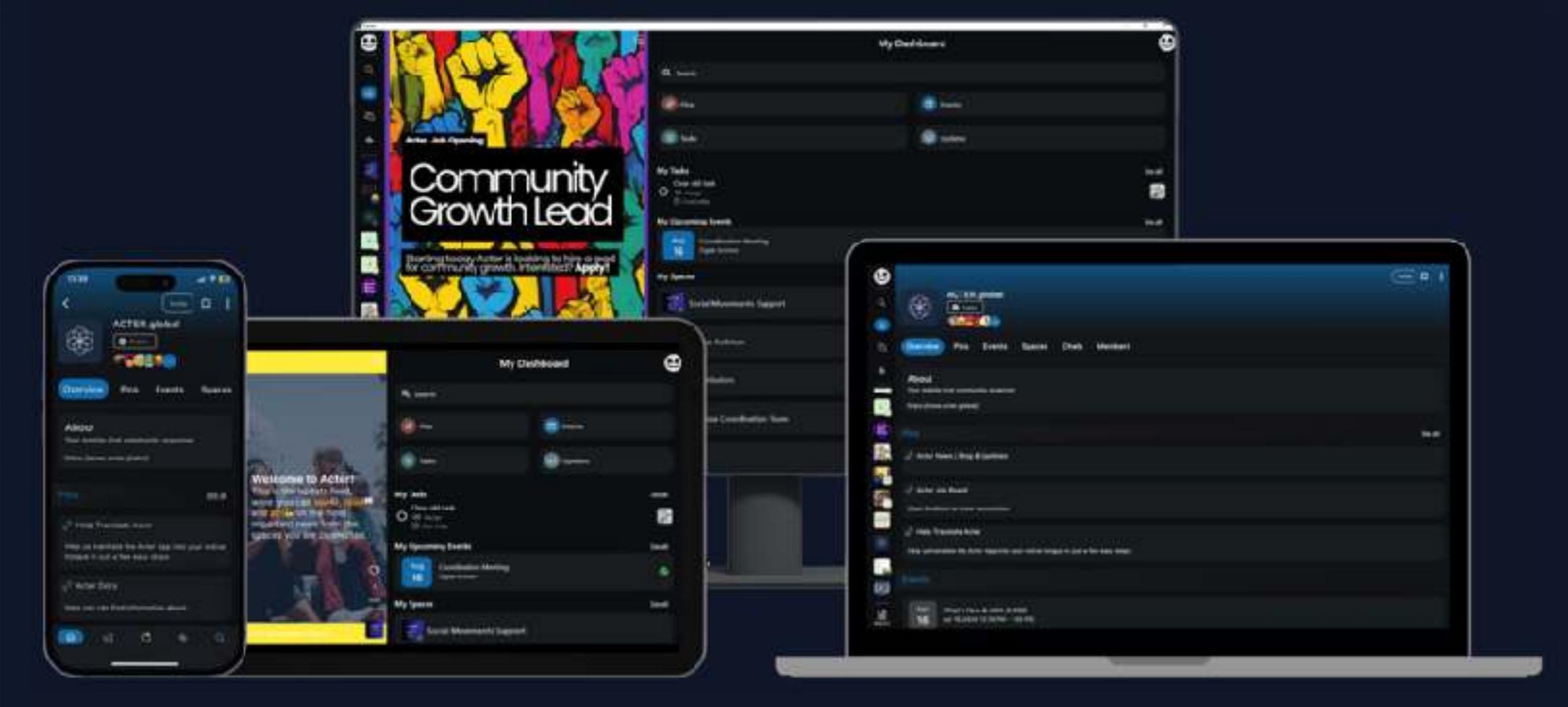


Kimberly
Youth Advocate & Organizer

What we do

1

Developing Acter
A mobile-first
organizing app



2

Digital trainings
ToT trainings,
courses & works.



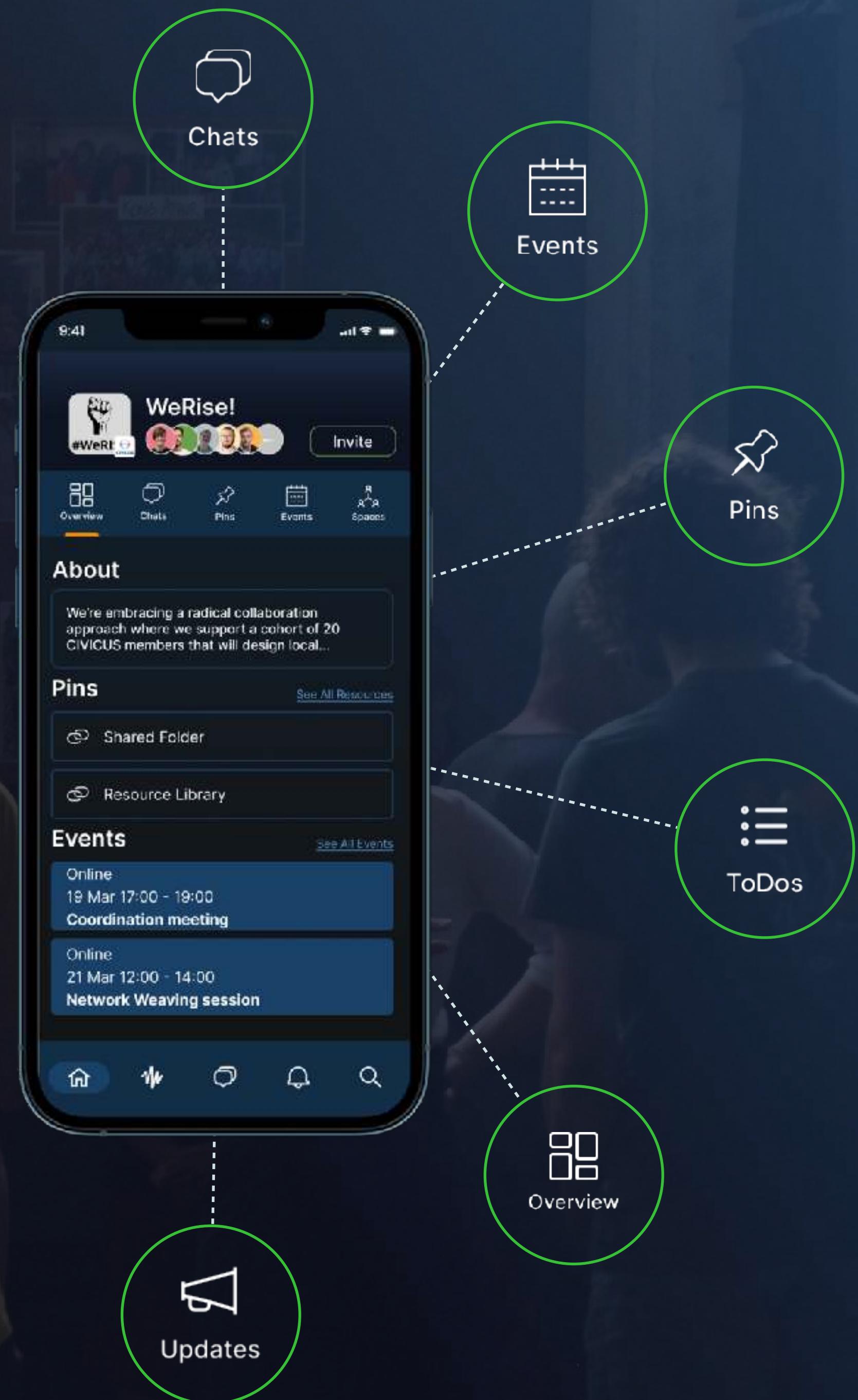
3

Movement support
Connecting HRF's in distress with
rapid response services.



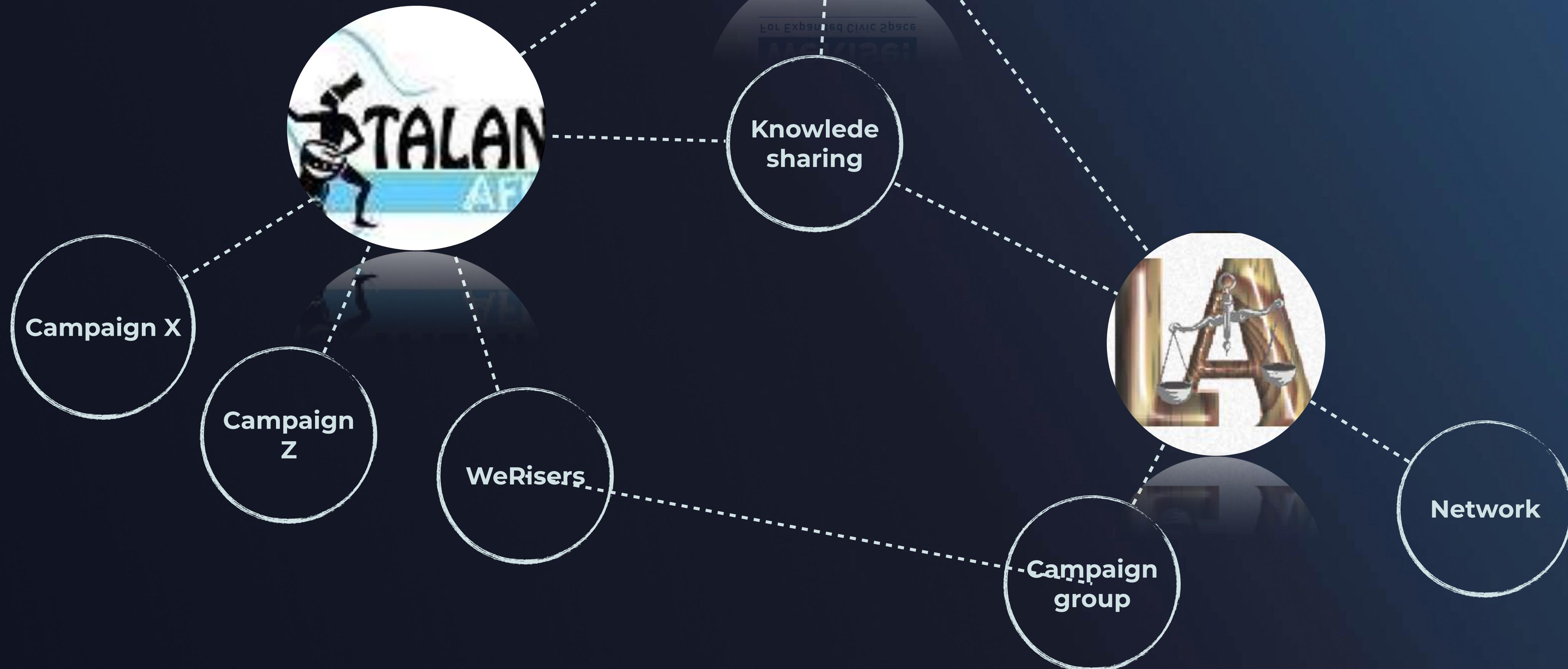
ACTER

- Dedicated organizing app
- Encrypted and decentralized
- Mobile-first organizing



How

Connecting Movements & Human Rights Defenders for **enhanced cross coordination.**



How

Onion Organizing

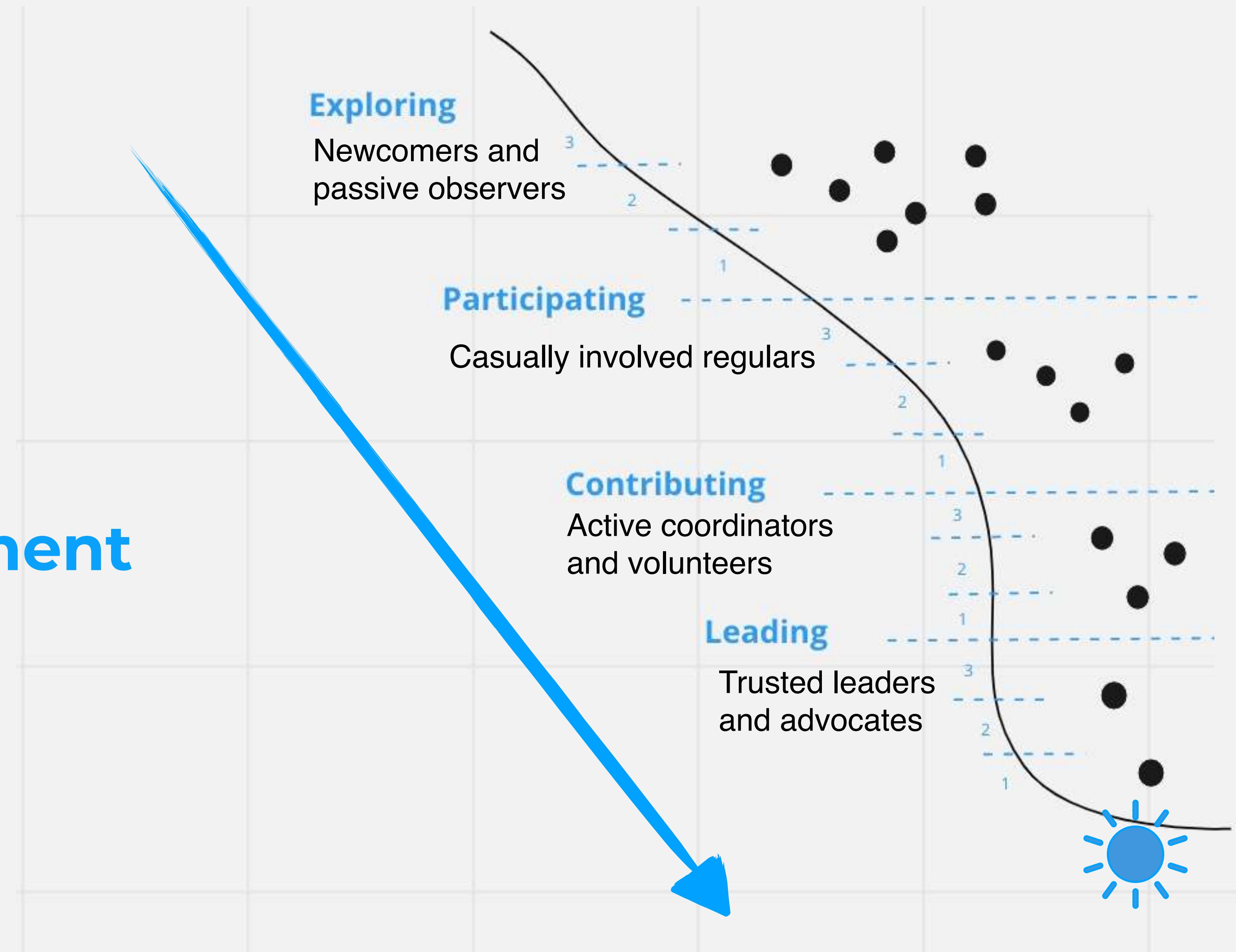
Public

Limited

Private



Driving Engagement



How



We are visual by nature
90% of the information is visual
60,000x faster than text

A lot of **bad stuff**

- Additive design -> Doom scrolling
- Beautify filters -> Reality distortion
- Unreal standards -> Anxiety, self loath..

- A lot of **potential****
- Drive engagement
 - Increase overview
 - Knowledge sharing



**Empowering Activists
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WHY
HOW
WHAT

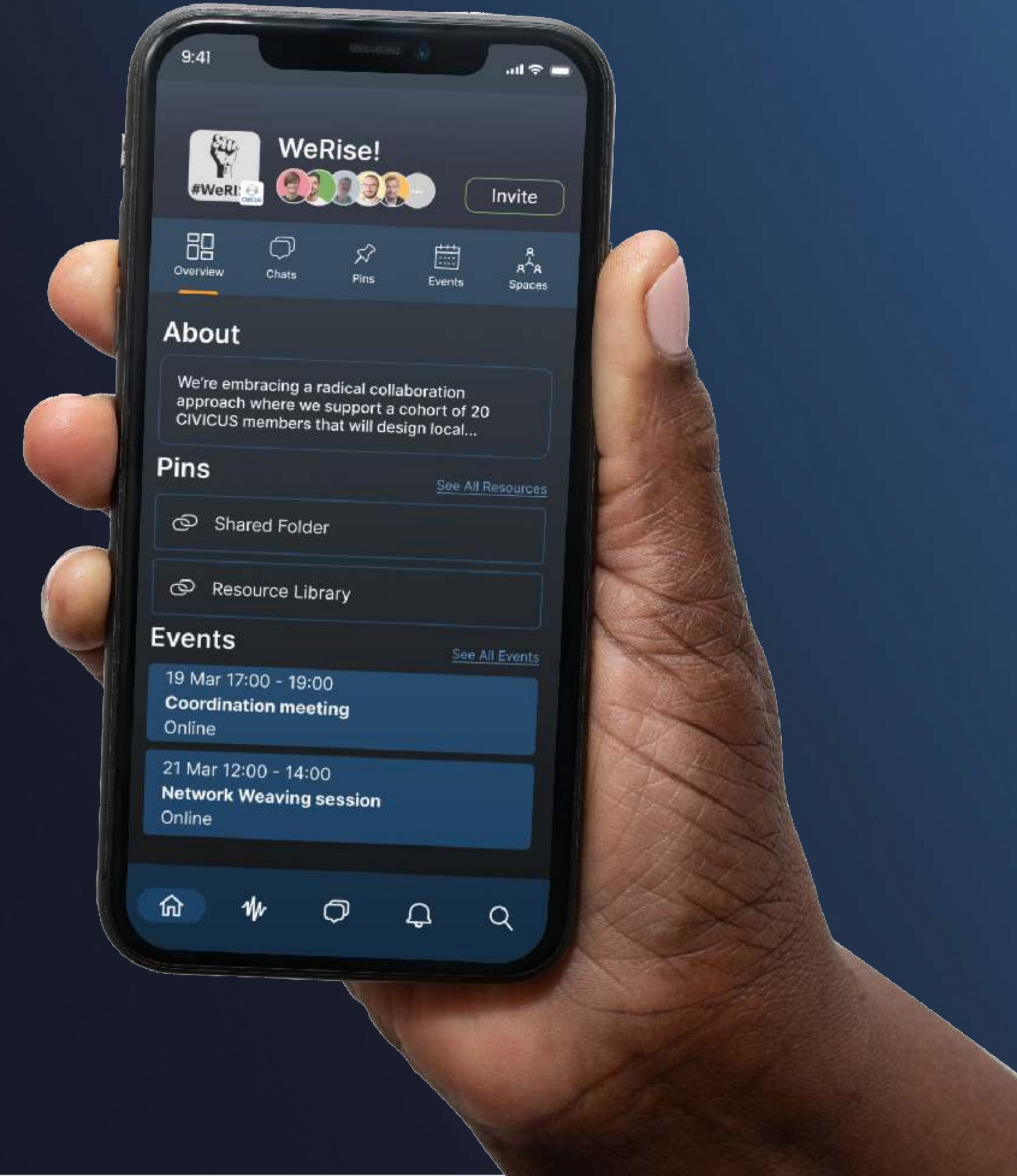


What

Enough talk Showtime!!!



Reg. code: **matrixco160**



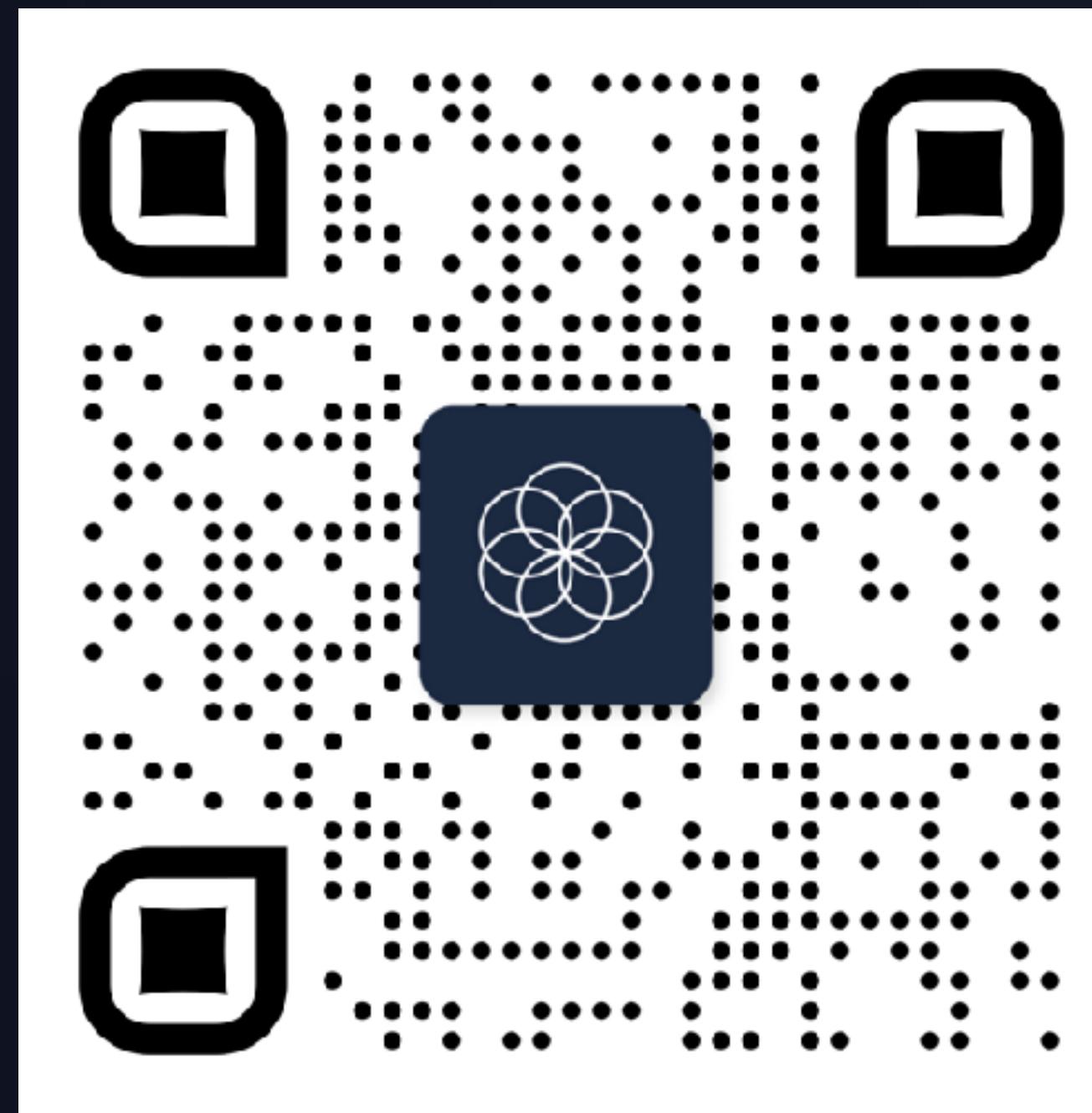


Make **most** amount of people
spend ~~most~~**least** amount time



What

Explore Acter



Reg. code: **matrixco160**

Connect



Ben

@ben:acter.global
ben@acter.global



Emil

@emil:acter.global
emil@acter.global

Join the convo

#tech:acter.global

#matrixconf2024:acter.global